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BROADCASTING

Vol. 14 • No. 2

Broadcast Advertising

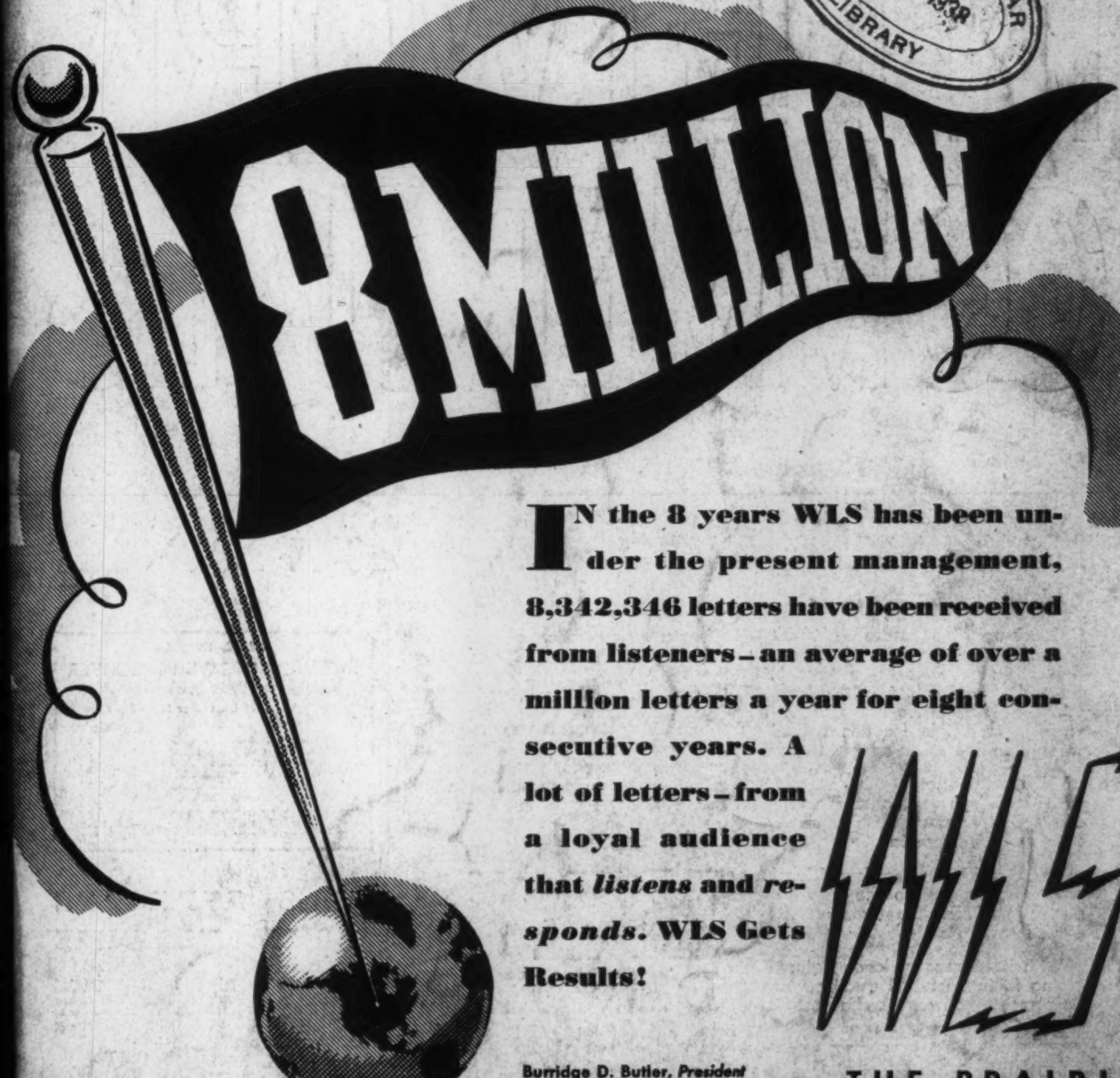
WASHINGTON, D. C.
JANUARY 15, 1938

Foreign
$4.00 the Year

$3.00 the Year
[illegible] the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

THE JOHN CRERAR LIBRARY
JAN 17 1938



IN the 8 years WLS has been under the present management, 8,342,346 letters have been received from listeners—an average of over a million letters a year for eight consecutive years. A lot of letters—from a loyal audience that *listens* and *responds*. WLS Gets Results!

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President*
Glenn Snyder, *Manager*
National Representatives:
John Blair and Company

IN NETWORK
COMMERCIALS

LEADS IN LOCAL COMMERCIALS—LEADS IN POPULARITY

● Check-up of sponsored network shows carried by Denver stations during the week of December 5, 1937, showed KLZ far in the lead, carrying 31.5% more hours of network commercials for this typical week than its nearest competitor.

KLZ, too, is getting the biggest share of every radio dollar spent by department, furniture, jewelry, men's and women's stores in Denver.

Together, KLZ's network and local programs add up to the heaviest commercial schedule ever carried by a Denver station.

With its dozens of local features vieing in interest and quality with its plurality of network shows, KLZ offers a concentration of audience-appeal which makes KLZ-listening the most popular pastime in the Denver-Rocky Mountain region.

In KLZ's program-power is its pulling power . . . and this pulling power is what your program needs to get results most profitably in the Denver-Rocky Mountain region.

QUARTER-HOURS OF

NETWORK SHOWS ON DENVER STATIONS

Week of December 5, 1937

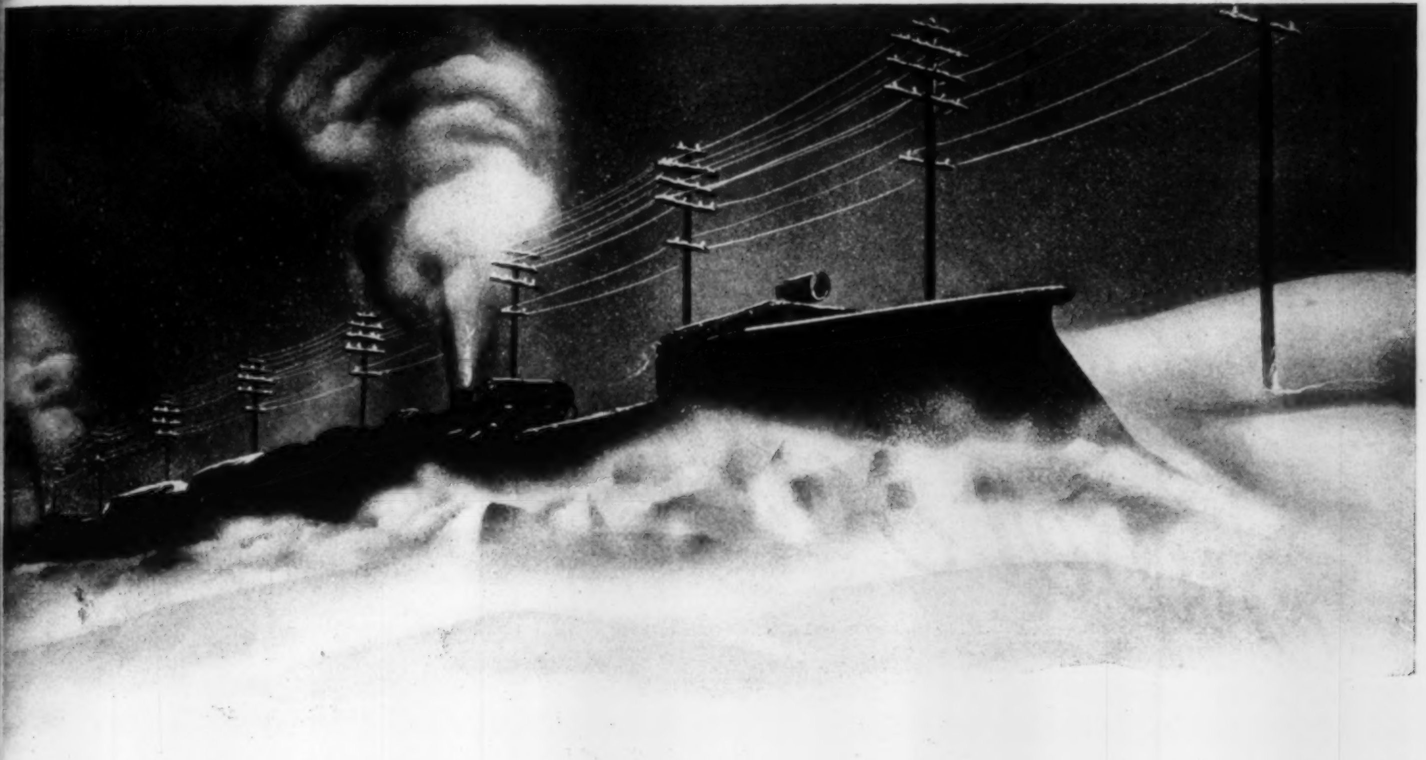
	KLZ	2nd Sta.
Sunday	**21**	23
Monday	**29**	21
Tuesday	**30**	18
Wednesday	**28**	21
Thursday	**29**	22
Friday	**30**	21
Saturday	**12**	10
Total	**179**	136

KLZ
DENVER

CBS AFFILIATE
560 Kc. FULL TIME

NATIONAL REPRESENTATIVE
E. KATZ SPECIAL ADV. AGENCY

AFFILIATED WITH WKY - OKLAHOMA CITY AND THE OKLAHOMA PUBLISHING COMPANY



Driving Power!

THE way to get through a snow drift is to buck it, with powerful driving wheels putting a smash behind the plow.

Methods for opening a market are similar, with the driving power of a network of stations putting smash behind the plow of advertising broadcasts.

Fourteen major trading areas comprise the vast New England market. They can be reached most economically through The Colonial Network of fourteen stations, each located in a leading urban shopping center and all combining to give the driving power which assures New England-wide success for your sales campaign.

Put Network Impact Behind Your Program!

WAAB	Boston	WLBZ	Bangor
WEAN	Providence	WFEA	Manchester
WICC	Bridgeport New Haven	WNBH	New Bedford
WTHT	Hartford	WLLH	Lowell Lawrence
WNLC	New London	WBRY	Waterbury
WSAR	Fall River	WLNH	Laconia
WSPR	Springfield	WRDO	Augusta

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., *Exclusive National Representatives*

Published semi-monthly. 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

A TIMELY, IMPORTANT RELEASE OF
10 *Sensational* NEW SIDES *of Standard's*

Super Sound Effects

. . . many unobtainable from any other source!

HERE are five new discs which are so definitely superior, that they outdate any similar effects you may have. In some cases, these effects are totally new . . . exclusive with Standard! Like the 45 other discs in Standard's Super-Sound Effects Library, these are taken from life . . . and what a difference that makes!

46

46A BATTLE BACKGROUND (Modern)

Continuous ....2 mins. 40 secs.
Large open battle between two well armed forces, this effect shows clearly sounds of rifle fire, light and heavy cannon, field mortars, machine guns, and occasional whine of ricochet. This effect gives a modern battle background that does not drown out dialogue, but still sets a scene of modern fighting ferocity.

46B ANIMAL EFFECTS

Cow Mooing .... 08 secs.
Rooster Crowing .... 07 secs.
Wolf Howling (continuous).........1 min. 00 secs.
Recorded from life, all these effects have the outdoor perspective.

47

47A AERIAL BATTLE

Continuous ....2 mins. 40 secs.
This effect re-creates a "dog fight" with roaring of plane motors, whining of struts and wires, and ever present the deadly sound of machine guns.

47B NEWSPAPER OFFICE

Continuous ....2 mins. 40 secs.
Distinguishable sounds are: typewriters, teletype, general busy conversation, telephones, calls for copy boy.

48

48A BATTLE BACKGROUND (Old Time)

Continuous ....2 mins. 40 secs.
Composite of rifle fire and cannon, scattered in spots to indicate the looseness, comparatively speaking, with which field encounters took place in the day before modern warfare as we know it came into being. By super-imposing cavalry charges, shouts and cries of soldiers, etc., this effect can be made to fit every situation in battle scenes for historical dramas.

48B LOCOMOTIVE EFFECT

Continuous ....2 mins. 40 secs.
Train has just stopped at small country station. Effect is from the locomotive perspective—steam escaping—blowing and puffing of engine. First section includes the engine bell as it gradually dies down; second section includes signal whistles between engine closest to us and another one down the track; third section is straight as described above. These sections have been slightly separated by small spreaders for easy cueing, although the entire effect is continuous.

Are Your Sound Effects Up To Standard?

49

49A BATTLE EFFECTS

(1) French Machine Gun (continuous)...50 secs.
(2) German Machine Gun " ...45 secs.
(3) Cannon Bombardment " ...50 secs.
All effects from life.

49B BARNYARD EFFECT

Continuous ....2 mins. 40 secs.
About all the barnyard animals imaginable are heard at one time or another during this effect, with roosters, hens, turkeys, and pigs running prominently throughout. This is probably one of the most realistic barnyard sequences ever recorded and will more than adequately fill the bill along these lines.

50

50A MILITARY BAND

(1) AMERICA ....1 min. 35 secs.
(2) DIXIE ....1 min. 00 secs.
Both pieces of music are in Public Domain, recorded by a 35-piece military band for your patriotic dramas, special themes, etc. AMERICA is straight-forward, played in typical fashion. DIXIE is heard first with drum and fife corps followed by the full band playing in the spirited "down South" manner.

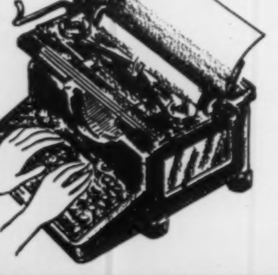
50B MILITARY BAND & CANNON SALUTE

(1) STAR SPANGLED BANNER...1 min. 00 secs.
(2) CANNON SALUTE (21 shots)..1 min. 35 secs.
The national anthem is of course in Public Domain and is here played in a spirited patriotic manner by the 35-piece military band. Exceptionally effective for sign-ons and sign-offs. Since so many of the high government officials from the President himself down through the high commands of the various military units are honored at times by cannon salutes the second cut on this record should prove useful indeed.

ORDER *Now!* ➡

Standard Radio

6404 Hollywood Boul., Hollywood, Cal. • 180 North Michigan Avenue, Chicago



A number of these effects were produced in response to repeated requests: you too, will recognize among them effects which will fill immediate needs. Use the coupon to order any desired quantity at \$2.50 per double-faced 10" disc.

If you do not already have the Standard Super-Sound Effects Catalog and Supplements previously released, check the coupon and they will be sent to you.

Gentlemen:

You may send us the following new Sound Effect records at \$2.50 each, on a money-back guarantee:

☐ No. 46 A & B ☐ No. 47 A & B ☐ No. 48 A & B
☐ No. 49 A & B ☐ No. 50 A & B

☐ Send complete catalog of Standard Super-Sound Effects.

Station.. City..

Name ....

Thanks

TO the St. Louis audience whose preference for KMOX has made possible the statement that "KMOX, The Voice of St. Louis...among all six stations in St. Louis...commands 51.7% of the entire audience."

TO the companies and individuals whose wholehearted acceptance of "The Voice of St. Louis" has made it possible for KMOX to carry 60% of all local and national spot advertising placed in St. Louis.

TO all those listeners who confidently buy the products advertised through KMOX. This support placed KMOX out in the lead in the St. Louis area with 90% of all the food advertising; 64% of the drug advertising; 80% of the tobacco advertising; 50% of the automotive advertising; 54% of the clothing advertising and 65% of the household advertising.

TO Sales Management for telling the world about KMOX's nationwide No. 1 ranking in National Spot Advertising.

TO the advertisers, agencies and their representatives who have acknowledged results achieved to the extent of an 83% renewal ratio.

TO the officials, officers, members and all those connected with the cities, towns, clubs and other organizations who had a part in making the Public Affairs Department of KMOX one of the most unusually successful in the country.

TO the advertisers and merchants who paid KMOX so many fine compliments on its program merchandising and promotional activities.

TO the radio listeners whose loyal support was a major factor in "Pappy" Cheshire and his Hill Billy Group being selected as National Champions.

TO Samuel X. Hurst, St. Louis representative for *Variety,* David F. Barrett, St. Louis representative for *Radio Daily,* and Harry E. La Mertha, Radio Editor, St. Louis *Globe-Democrat,* who, after conscientiously listening to every announcer in the Metropolitan area, finally awarded the Jimm Daugherty Announcers' Trophy to Marvin E. Mueller, assistant chief announcer of KMOX, for the "most versatile radio announcer in St. Louis."

TO the sports fans whose praise and enthusiastic appreciation of his ability caused France Laux to be selected to announce the World Series and the All Star Game for the Columbia Network again in 1937.

TO the newspapers, periodicals and other publications, both local and national, who have considered KMOX's accomplishments and achievements worthy of commendation in their publications.

TO the Broadcast Listeners' Association of America whose members in the middle west voted Venida Jones, KMOX staff organist, the most popular organist in this section of the United States.

KMOX

THE VOICE OF ST. LOUIS — 50,000 WATTS

OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM. REPRESENTED BY RADIO SALES

THERE AIN'T NO RECESSION AND THERE WAS NO DEPRESSION

IN THE

KANAWHA (WCHS) VALLEY!

STRAIGHT through the days of the early 30's Charleston, West Virginia, was continually, month after month, the "white spot" in the "Nation's Business." (Magazine)

Through 1931, '32, '33 and down to the present month this rich, prosperous industrial region was often the only "white spot" (good business) on the business map.

The dawn of '38 finds business and industry booming in Charleston and the Great Kanawha Valley. Postal receipts for December, 1937, were 24% greater than any previous December; General Business percentages were up 14%; Car Loadings, Bank Clearings, and in fact every index statisticians love to talk about shows that business, earnings and spending is not only holding its own but actually going ahead.

This, in the face of sagging sales lines, we know, is almost too good to be true. But, while you're checking the facts keep in mind that the doorway to this entire market is WCHS, the only network affiliated station in southern West Virginia where business has been good and is getting better!

580 KILOCYCLES
1000-500 WATTS

WCHS

COLUMBIA
BROADCASTING SYSTEM

CHARLESTON, WEST VIRGINIA

NATIONAL REPRESENTATIVES • THE BRANHAM COMPANY

WSYR • WABC • KFYR • KARM

SYRACUSE, N.Y. • NEW YORK CITY • BISMARCK, N.D. • FRESNO, CAL.

Welcome!

We are always happy to welcome new stations to our growing list of subscribers . . . which our clients say reads like the Blue Book of radio. To WABC —veteran key station of the Columbia Broadcasting System—and famous through the years for the excellence of its programs, we pledge our best efforts in maintaining Associated's high standard of quality. We send a special salute of good wishes to Lou Keplinger and his hard-working associates of KARM, as it makes its radio bow to the United States. Likewise, we extend an especially warm greeting to Stations WSYR and KFYR of the basic NBC Networks and promise them the same cooperation that has consistently permitted Associated to maintain a 98% average of renewals year after year.

Undoubtedly you are familiar with Associated Recorded Program Service and Associated Library "A". Both are identical as regards quality of reproduction and the care exercised in the selection of material. As no selections are duplicated by the same performing units . . . many stations today use both services.

We shall be happy to demonstrate either—or both—services to your entire satisfaction. A new descriptive booklet of Associated's Services is on the press. May we send a copy?

The Aristocrat of the Turntable

ASSOCIATED
RECORDED PROGRAM

SCIATED MUSIC PUBLISHERS, INC., 25 WEST 45TH STREET, NEW YORK CITY

"Now I can't miss!"

THE whole story for spot broadcasting is the good old saga of brains versus brawn — the sharpshooter versus the blunderbus . . . In spot broadcasting, the reward for skill in picking the right program, the right time *and the right station* is that you bring home the bacon with the least possible expenditure of both energy and ammunition.

Our job is to help furnish one small part of the skill required for effective spot broadcasting — to help agencies and advertisers in their selection of markets, time and stations. We do this job successfully. We do it successfully because we are properly equipped in men, in experience, *and in our attitude of responsibility to our customer.*

May we help *you?* Our service costs you nothing — in either money or obligation.

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WHK-WCLE	Cleveland
WHKC	Columbus
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL-KFAB	Omaha-Lincoln
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse
WKBN	Youngstown

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh

Southwest

KTAT	Ft. Worth
KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO
180 N. Michigan
Franklin 6373

NEW YORK
110 E. 42nd St.
Lexington 2-8660

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

ATLANTA
Bona Allen Bldg.
Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 14. No. 2 WASHINGTON, D. C., JANUARY 15, 1938 $3.00 A YEAR—15c A COPY

Gross Time Sales $140,000,000 in 1937

Increase of 19% Over Previous Year Holds the Rate of Growth in Previous Years, Leading All Media

GROSS TIME sales of the entire broadcasting industry in 1937 were in excess of $140,000,000, an increase of 19% over 1936, according to Dr. Herman S. Hettinger, radio economist and faculty member of the Wharton School of Finance & Commerce, Pennsylvania U.

In a survey prepared for the 1938 Yearbook Number of BROADCASTING to be released early in February, Dr. Hettinger emphasizes that radio has been remarkably successful in maintaining its rate of relative growth, the 1937 gain comparing favorably with one of 23.5% in 1936 and a 20% increase in 1935.

National network gross time sales totaled $68,970,000, in 1937 a gain of approximately 16% over the 1936 total of $59,743,860. Local gross time sales showed an increase of 20% for 1937, the total being $38,000,000, while national non-network gross time sales for 1937 totaled $33,000,000, a gain of 35% over 1936. Gross time sales for the regional networks were $1,200,000, a gain of 4% over the 1936 total. The national network time sales increased 19.3% in 1936 as compared with the 16% increase in 1937 may well be attributed to the absence of political time sales during the fall months and the slowing of general business during November and December, according to Dr. Hettinger.

Leads Media Field

In the absence of NAB monthly reports which were discontinued last summer, Dr. Hettinger based his analysis on monthly totals furnished by the Publishers' Information Bureau and on reports from individual stations and the networks.

A summary of his conclusions indicates that broadcast advertising in 1937 continued to lead the media field in rate of growth. National magazine volume gained between 12% and 15% during the year. The Weld Advertising Index indicated an increase of 15% in outdoor volume. Newspaper advertising during the first 11 months rose 3% over the 1936 level. Retail newspaper lineage increased 3.8% and total display advertising 1.8%. General newspaper lineage declined 0.6% and automotive lineage 6.6%. Farm paper volume rose approximately 10% during the first 11 months of the year.

National radio advertising, both network and non-network, experienced markedly less seasonal declines during the summer of 1937 than in any previous year. National network volume during July and August of the past year was 83% of the monthly average for the year as compared to 76% in 1936 and 67% in 1934. A generally similar situation pertained to the national non-network field.

The greatest relative increase by type of rendition seems to have occurred in the live talent field. During the first six months of 1937 non-network programs of this type increased 37% in volume. Indications are that this gain has been generally sustained during the latter half of the year. The 1937 increase is compared to a gain of 26% during the previous year.

Several developments have characterized the live talent non-network field during the year. National volume seems to have grown more rapidly than local business. National live talent programs gross time sales gained 47% during the first half of the year and local business but 27.4%. It will be noted, however, that local live talent volume increased more rapidly than did the local field as a whole.

Principal gains in national live talent business have been with regard to sports programs and news broadcasts. During the closing months of the year there seems to have been a tendency toward increased use of locally produced musical shows upon the better stations. Stations and agencies alike report an increased use of so-called "station-tested" programs.

Local live talent volume seems to have shown no particular difference in trend during the latter half of 1937 from that reported by the NAB statistics for the first six months of the year.

Transcription Data

In spite of a generally prosperous year, the transcription business was not able to sustain the extremely rapid rate of increase which it experienced during 1936. Transcription advertising during the first six months of 1937 rose 27.5%, a rate of increase which appears to have been sustained throughout the year. In 1936 transcriptions experienced an increase of 50%.

Several trends have been of particular interest in the transcription field. In common with other non-network advertising, national transcription business experienced less than the usual seasonal decline in the summer of 1937. There has been evidence of a growing use of transcriptions by regional distributors during the year. A marked growth also has occurred in the use of transcribed script shows.

Local transcription business remains a minor factor, in 1937 comprising but 15% of volume in the field. Local volume with regard to this type of rendition rose approximately one-half as fast during the past year as did local radio advertising as a whole.

National announcement business has grown rapidly during the past year, increasing 71% during the first six months of 1937 as compared to the corresponding period of the preceding year. Transcribed announcements seem to have played an important part in this development. Local announcement volume continues to lag behind general

Network Time Sales Total $69,315,573 For 1937, Showing Increase of 16.2%

WHATEVER the future may bring, December, 1937, was one of the best months in radio history as far as billings of the nationwide networks are concerned. Combined revenue of the coast-to-coast networks for the month was $6,639,743, a gain of $454,304 or 7% over Dec. 1936.

CBS had the best month in its history with billings of $2,786,618, an increase of 14.5% over December of 1936 and more than $30,000 better than Oct. 1936, best previous month. NBC's Red network had a December income of $2,535,046, beating the final month of 1936 by 4.8%; while the Blue's billing of $1,104,040 was 3.1% less than in December of the previous year. For the combined NBC chains the income was $3,639,086, the second highest month in NBC history, topped only by October, 1936, which included the World's Series broadcast and a host of political accounts. Mutual in December had a total revenue of $214,039, a gain of 10.6% above the same month in 1936.

Totals for the year showed that 1937 set a new record for network business, the combined income for the year of the networks being $69,315,573, which is $9,649,131, or 16.2% ahead of the $59,673,827 mark set in 1936. CBS had its best year and topped the other individual networks in billings, with a total of $28,722,118, for the 12-month period, 24.0% ahead of its 1936 total of $23,168,148. NBC-Red totaled $27,171,965, an increase of 20.0% over the $22,645,527 taken in in 1936. NBC-Blue slipped a little last year, its total revenue of $11,479,321 being 3.4% less than its 1936 total of $11,878,423. The combined NBC networks had a 1937 income of $38,651,286, a gain of 12.0% over the $34,523,950 for 1936. MBS took in $1,949,654 in 1937, 2.0% less than in 1936 when its total revenue was $1,981,729.

Gross Monthly Time Sales

	1937	*% Gain Over 1936*	*1936*
NBC-Red			
Jan.	$2,374,633	37.6%	$1,725,172
Feb.	2,273,973	34.0	1,697,524
March	2,531,322	32.2	1,915,357
April	2,304,035	30.7	1,762,201
May	2,261,344	37.0	1,650,046
June	2,209,304	48.2	1,490,426
July	2,018,820	25.1	1,613,148
Aug.	2,094,306	34.8	1,553,540
Sept.	2,057,513	3.2	1,993,371
Oct.	2,222,803	—8.1	2,417,743
Nov.	2,288,866	—5.0	2,408,286
Dec.	2,535,046	4.8	2,418,713
Total	$27,171,965	20.0	$22,645,527
NBC-Blue			
Jan.	$1,167,366	22.0%	$ 956,643
Feb.	1,021,809	0.5	1,016,776
March	1,082,961	—3.5	1,122,516
April	973,802	—0.6	979,727
May	953,475	4.6	911,674
June	794,083	— 4.7	833,030
July	688,630	—15.7	816,835
Aug.	690,671	—20.5	868,891
Sept.	793,068	—11.2	893,266
Oct.	1,116,936	—12.7	1,278,746
Nov.	1,092,480	3.0	1,060,442
Dec.	1,104,040	— 3.1	1,139,877
Total	$11,479,321	— 3.4	$11,878,423
CBS			
Jan.	$2,378,620	24.2%	$1,901,023
Feb.	2,264,317	18.6	1,909,146
March	2,559,716	17.8	2,172,382
April	2,563,478	31.4	1,950,939
May	2,560,558	46.4	1,749,517
June	2,476,576	64.8	1,502,768
July	1,988,412	53.8	1,292,755
Aug.	1,955,280	58.6	1,232,588
Sept.	2,028,585	10.3	1,838,932
Oct.	2,505,485	—6.9	2,754,808
Nov.	2,654,473	9.2	2,429,917
Dec.	2,786,618	14.5	2,433,353
Total	$28,722,118	24.0	$23,168,148
MBS			
Jan.	$ 187,362	12.7%	$ 166,266
Feb.	202,088	24.4	162,358
March	220,256	15.2	191,483
April	173,746	24.3	139,834
May	133,431	2.7	129,907
June	99,136	—5.1	104,510
July	84,362	—23.0	109,561
Aug.	79,556	—31.5	116,223
Sept.	119,210	—29.4	168,919
Oct.	206,194	—14.7	271,629
Nov.	230,274	1.2	227,543
Dec.	214,039	10.6	193,496
Total	$1,949,654	2.0	$1,981,729

XUM

local development as a result of the continued growth of the sale of larger units of time to local sponsors.

National Non-Network

The effect of the trend in the use of various types of rendition in the national non-network and local radio advertising fields is indicated in the following tables setting forth the composition of non-network advertising in 1934 and the first half of 1937 respectively. National non-network advertising (Percent of total volume) follows:

	1934	*1937*
Transcriptions	37.6%	35.1%
Live Talent	42.8	47.3
Announcements	17.5	17.7
Records, etc.	2.1	1.9
Total	100%	100%

Local Radio Advertising (Percent of total volume) follows:

	1934	*1937*
Transcriptions	8.1%	10.7%
Live Talent	52.3	54.1
Announcements	37.1	31.3
Records, etc.	2.5	3.9
Total	100%	100%

The declining percentage of national non-network transcription business is explained by the extremely marked and steady growth of live talent volume since the latter months of 1934, while the increased proportion in the local field has been due mainly to a rapid rise in volume in 1936.

A number of interesting developments have occurred with regard to the sponsorship of network advertising. The greatest gain in the national network field in 1937 was with regard to household equipment advertising, which increased 210% as contrasted to a 26% decline in 1936.

Automotive volume remained comparatively steady, rising 42% over the previous year's level, as compared to a 33% gain in 1936. Soap and kitchen supply advertising exhibited a similar tendency and rose 46% above the 1936 level.

Radio set advertising increased 56% over the preceding year, as against 28% in 1936. Gasoline and accessory volume dropped 3.3% as compared to a 10% increase in the previous year. Clothing volume continued the downward trend shown in 1936 and dropped 19% during the year.

Drug and pharmaceutical advertising increased 32% during 1937. This was contrasted to a decline of 18% in 1936 and seems to indicate that the network policy of barring laxative and similar advertising has achieved its full effect and that a normal growth in acceptable business in the pharmaceutical field has taken place during the year.

Food Sponsorship

Food, the largest single network sponsoring group, increased its advertising 18% during 1937 as compared to a 7% increase in 1936. Beverage advertising rose 4% while confectionery volume gained 28%. The latter increase is contrasted to a decline of 2.7% during the preceding year.

Tobacco advertising increased 45% during the year, a somewhat greater gain than was experienced in 1936. The miscellaneous classification experienced a big decline.

The task of estimating national non-network and local radio advertising sponsorship during 1937 has been rendered extremely difficult by the lack of any figures for the second half of the year. Information collected from stations and agencies revealed, however, that no marked shifts in sponsorship had taken place during the past six months and that, in spite of a general slowing up, the earlier figures may be taken to be at least roughly representative of the situation throughout the entire year.

No attempt has been made to estimate trends in the regional network field since experience has shown regional network sponsorship to fluctuate greatly over comparatively short periods of time.

One of the principal developments in the national non-network field has been the decline of automotive volume following two years of intense activity. In the first six months of 1937 volume stood 36% below the level of the corresponding period of 1936. It is reported, however, that the activities of some of the larger companies, notably Chevrolet, remained comparatively unchanged throughout the entire year.

Food advertising, long the most important national non-network sponsor, has continued to expand and exceeded the previous year's level by 76.6% during the first half of 1937. Other important gains during the first six months which seem to have been sustained during the latter half of 1937 are as follows: Toilet goods, 46.8%; beverages, 177.8%; soap and kitchen supplies, 141.3%, and tobacco, 191.4%. Slight gains were experienced in the drug and gasoline fields, as well as with regard to household appliances. Clothing advertising rose 47% during the first half of the year. Insurance volume dropped off slightly, while radio set volume declined 61.9%.

The most encouraging signs in the local field were the continued strength of food, household equipment and department store advertising. Department store volume increased 34.5% during the first half of the year as compared to 13.3% in the corresponding period of 1936. Indications are that this rate of increase was sustained during the past six months, with some slight scattered gains. Household equipment in the first half of 1937 exceeded the preceding year by 21.5% as contrasted to a 8.3% gain in a similar period in 1936. Food volume rose 34.9% as against the first half of the previous year.

Clothing volume rose 15.2% during the January-June period and beverage advertising 16.2%. Automotive advertising dropped off 7.4% during the period, while gasoline and accessory business declined 3.6%. Losses also were experienced in local pharmaceutical business. Gains occurred in several of the minor local sponsor groups, including confectionery, financial, radio sets and tobacco.

Washington Star Contracts to Acquire WMAL Stock; FCC Approval Is Sought

A CONTRACT for the purchase of the capital stock of WMAL, Washington, now being operated under lease by NBC as its Blue outlet, has been entered into by the *Washington Evening Star*, one of the country's foremost newspapers, whose president is Frank B. Noyes, also president of the Associated Press.

BROADCASTING learned Jan. 13 that the *Star* had completed arrangements for acquisition of the station from the heirs of the estate of the late M. A. Leese, founder of the station, conditional upon approval of the FCC, should the latter conclude that it has jurisdiction over this unusual type of acquisition. The terms were not divulged. The station operates on 630 kc. with 250 watts night and 500 watts until local sunset.

Leased by NBC Until 1941

Because WMAL is now operated under lease by NBC, the contract covers only the acquisition of 1,000 shares of common stock of no par value of M. A. Leese Radio Corp.

Because of the novel legal question involved, it is logically anticipated that the issue of FCC jurisdiction will be raised by the parties to the transaction. In such an event, should the Commission determine that it has no jurisdiction over the transactions, then it is presumed that the *Star* will consummate its arrangement with the Leese heirs. On the other hand, if the Commission should determine that it has jurisdiction, the expected course would be that of filing formal applications.

Simultaneously, it was learned that NBC had extended its lease of WMAL for three years from Feb. 1, 1938. It has operated the station under lease for the last five years and has paid an annual rental of $36,000, including studios. The three-year extension is for $33,000 per year, it is understood.

Several years ago, Hearst Radio Inc. entered into a contract for the purchase of the station for $285,000 which contract subsequently was held invalid by the courts. Hearst Radio sued for specific performance of the contract but the courts held that it was not a binding contract and that therefore the heirs to the Leese estate had the right to reject it.

Several years ago—even before the Hearst negotiations—conversations were in progress for the *Star's* acquisition of the station but that did not crystallize.

Should the purchase be finally approved, NBC will continue to operate WMAL under its lease until Feb. 1, 1941. The change in ownership, insofar as WMAL is concerned, would simply mean a change in landlord until the expiration of the lease, under the present plans.

Fleming Newbold is manager of the newspaper. Samuel H. Kauffmann is assistant business manager, and probably would be in direct charge of station executive activities. The *Star* is owned by the Evening Star Newspaper Co.

The contract for acquisition of the capital stock has been entered into with Fanny I. Leese, Lorraine L. Good, Martin Norman Leese, and William Earle Leese.

Canadian Inquiry Causes Net Study

FCC Considers Relationship of NBC and KOMO-KJR

UPON representations of the State Department, initiated through the Canadian Broadcasting Corp., the FCC is making a legal study of contractual arrangements between NBC and Fisher's Blend Station Inc., (KOMO-KJR, Seattle) under which the network guaranteed it would serve no other stations with its network programs within a 125-mile radius.

Relaying of NBC sustaining programs, via the Canadian Government network, to CRCB, Vancouver, just 121 miles from Seattle, precipitated the situation. Upon request of the FCC made last month, both NBC and KOMO-KJR have agreed to waive the terms of the contract until the FCC completes its study.

In 1932, it was learned at NBC, the network entered into an arrangement with Fisher's Blend Station for guaranteed protection within the 125-mile radius. The contract was negotiated at the time NBC leased KJR to the Fisher interests.

CRCR Sought Service

Last year, NBC completed a reciprocal arrangement with the Canadian authorities for interchange of sustaining programs. These programs were fed to the network, including CRCB, after which the matter of the KOMO-KJR contract was raised by Fisher's Blend. When NBC informed the Canadians of the existence of this contract, service was discontinued but the issue developed after CRCB is said to have requested the programs.

Following established international procedure, the Canadians took up the matter with their foreign office, which made representations to the U. S. State Department, which in turn relayed the information to the FCC. Chairman McNinch thereafter made the request for waiver of the contract provisions pending study.

Whether the study of the particular contract with KOMO-KJR will lead to general scrutiny by the FCC of network contracts with station affiliates was not revealed by Chairman McNinch. This matter, it was stated, has been given preliminary consideration by the FCC in the light of the provision in the Communications Act authorizing it to regulate networks.

The Mae West incident also has occasioned FCC examination of the contract entered into by NBC with Standard Brands and J. Walter Thompson Co., and is regarded as a preliminary step in the direction of network affiliate-advertiser-agency contract studies.

* * *

A front page attack on the Canadian Broadcasting Corp., for allegedly turning Canadian stations built with public funds over to American advertisers "at bargain rates" and at the expense of Canadian publishers, entertainers and musicians, was published Jan. 13 in the *Toronto Financial Post*, Canada's leading financial paper. The attack dealt with recent additions of Canadian stations to both NBC and CBS networks for broadcasting of sponsored programs. [See further story on page 70].

Industry Studies Plan to Revamp NAB

Dues Will Be Revised; Board to Select President

THE FINAL plan for sweeping reorganization of the NAB, with retention of an outstanding figure to serve as paid president and leader of the industry was submitted Jan. 13 to the roster of United States stations by the NAB Reorganization Committee for consideration preparatory to the 16th annual convention of the trade association in Washington, Feb. 14, 15 and 16.

Embracing a number of basic departures from the preliminary report drafted last month, the revised document was drafted by the Reorganization Committee at meetings in Washington Jan. 5 and 6. Bearing the unanimous endorsement of the Reorganization Committee, the report was revamped after receipt of more than 100 communications, both written and oral, by the committee from broadcasters. Pursuant to the mandate given the committee by the special NAB Convention in New York last fall, the final report was mailed just a month in advance of the next convention in order to give the entire NAB membership as well as non-members full opportunity to digest its provisions and to come to the annual meeting prepared to effect the reorganization.

Summary of Changes

Most important of the changes made by the Reorganization Committee, as departures from its initial report [BROADCASTING, Dec. 15] were:

1. Revision of the method of payment of dues, basing it on a classification of net income so stations having a maximum income of $15,000 per year will pay $5 monthly, with the scale graduated upward to $500 per month for stations having an annual income of more than $2,000,000. This is calculated to raise approximately $250,000 annually—double the present budget — from a membership of 450 stations.

2. Revision of the districting arrangement whereby 17 districts, rather than 15, are set up in contiguous areas.

3. Election by each district of a director to serve for two years instead of the original provision for a one-year tenure.

4. Nomination by the 17 district directors of 12 candidates for directors at large, of whom six would be elected at annual conventions. Two of the directors at large will represent large stations; two medium stations and the third pair, small stations, with the classifications determined on the basis of power output.

The new Board would designate, by two-thirds vote, the man to serve as paid president and who would have powers as broad or as limited as the Board might prescribe. The Board also would designate a secretary-treasurer who would have no policy responsibilities but would be the administrative officer.

5. Creation of separate departments within the reorganized NAB, such as legal, engineering, public relations, labor relations, research, and others would be left to the discretion of the new chief executive and his Board.

6. An executive committee of the new president and of six directors would be elected from and by the new Board at the annual meeting. Two of its members would represent large stations, two medium, and two small, with no two members to be elected from any single broadcast organization.

7. Appointment of all committees, both standing and special, is left to the discretion of the president and his Board.

The Reorganization Committee began its final meeting Jan. 5 with all members present save its ex-officio member, Mark Ethridge, WHAS. The membership comprises John Shepard 3d, Yankee Network; Edwin W. Craig, WSM, author of the reorganization resolution; Walter J. Damm, WTMJ; Ed Craney, KGIR-KPFA; Edward Allen, WLVA, and Philip G. Loucks, Washington attorney serving as its counsel.

No Names Mentioned

Other basic provisions of the reorganization plan are left intact. For example, the office of managing director is abolished. Considerable sentiment for reorganization, which in recent months has become general throughout the industry, grew out of dissension over the administration of James W. Baldwin as managing director. Whether Mr. Baldwin will remain with the trade association following the reorganization will depend upon action of the incoming board.

Mention of names for the paid presidency has been significantly lacking. The Reorganization Committee was not authorized to interview prospective candidates for the position. While it is known that names have been discussed, the committee has not assumed the responsibility of definitely discussing any offer with any possible designee. The committee, however, is prepared to suggest to the incoming board a slate of names both for the paid presidency and for the secretary-treasurership and also has discussed outstanding men in their particular fields for the departmental posts.

Discussion of actual names is still regarded as premature because of this situation. It is a foregone conclusion, however, that no one having the status of "czar" is contemplated. It is felt by the Committee that this is a misnomer; that the broadcasting industry does not require disciplining and that what it needs is a strong, virile trade association headed by an individual who would win the respect of the broadcasting fraternity as well as the public.

The revised by-laws provide for punitive action against member broadcasters who do not adhere to the established Code of Ethics for the industry or who otherwise indulge in practices regarded as repugnant to the best interests of broadcasting. With a strong executive, it is felt, those new provisions can be resorted to in publicly rebuking wayward or recalcitrant broadcasters.

New Schedule of Dues

The new schedule of dues, decided upon as more equitable and workable by the committee than the original plan based on station rate rather than station income, would become effective March 1, 1938. It is specified that each active member would pay dues on net receipts from the sale of time during the previous calendar year. Such receipts are defined as billings based upon gross rate for broadcasting service less time and advertising agency discounts, if any, and include billings to networks. No member would be required to state actual income but simply to designate annually to the secretary-treasurer on his call the income bracket into which his volume falls. The annual dues would be payable monthly in advance on the following scale:

Range of Income	*Monthly*
0 - 15,000	$ 5
15,001 - 36,000	10
36,001 - 60,000	15
60,001 - 80,000	20
80,001 - 120,000	30
120,001 - 160,000	40
160,001 - 200,000	50
200,001 - 300,000	75
300,001 - 400,000	100
400,001 - 500,000	125
500,001 - 600,000	150
600,001 - 800,000	200
800,000 - 1,000,000	250
1,000,001 - 2,000,000	400
Over 2,000,000	500

The board would be authorized to determine the dues for various classes of associate members which

(*Continued on page 57*)

A CONVENTION FOR BROADCASTERS

A "BROADCASTERS' convention for broadcasters" is the theme of the 16th annual meeting of the NAB to be held at the Willard Hotel, Washington, Feb. 14, 15 and 16. By recommendation of the Reorganization Committee at its meetings Jan. 5 and 6, groups related to the broadcasting industry will be advised to refrain from participating actively in the convention, as in the past, because of the serious nature of the business before member stations. In its final report, the Committee said it was "of the opinion that the attendance of exhibitors and other non-broadcasters should be discouraged by the Board of Directors in publicizing the Convention."

While the convention is open only to NAB members, non-member stations can participate by signing membership cards and by paying one month's dues in advance of the opening gavel. Moreover, the district meetings scheduled for the convention at which district directors will be selected [see article in adjacent column] likewise will be confined to NAB members. However, ample opportunity will be given to all stations in advance of the sessions to qualify for membership.

The actual agenda for the meeting has not yet been completed. Principal speakers will be Senator Burton K. Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee in which all radio legislation originates, and Chairman Frank R. McNinch of the FCC, who will make his first personal appearance before assembled broadcasters. Whether Commissioner T. A. M. Craven will be able to accept the invitation is problematical, since he is under preliminary orders to attend the International Telecommunications Conference at Cairo.

With the general chairmanship of the convention devolving upon Edwin M. Spence, veteran Eastern broadcaster, who handled general arrangements for NAB conventions prior to three years ago, plans are understood to be well in hand. He has conferred with Harry P. Somerville, president of the Willard Hotel.

The local arrangements committee is headed by William B. Dolph, general manager of WOL, with Frank M. Russell, NBC Washington vice-president, and Harry C. Butcher, CBS Washington vice-president, as his associates.

NAB REORGANIZERS — The NAB Reorganization Committee, which held its final meetings in Washington Jan. 5-6 preparatory to the annual convention to be held Feb. 14-16 in Washington, puts the finishing touches to its membership report. Left to right: Walter J. Damm, WTMJ; John Shepard 3d, Yankee Network; Philip G. Loucks, committee counsel; Edwin W. Craig, WSM, author of the reorganization resolution; Edward A. Allen, WLVA, Lynchburg; Ed Craney, KGIR-KPFA.

Hearst Revamps Organization And Changes Personnel Setup

Representation and Production Divisions Formed By Elliott Roosevelt in Sweeping Action

SWEEPING organization changes, including the setting up of new functional divisions and the realignment of personnel, have followed the official election Jan. 3 of Elliott Roosevelt, second son of the President, as president and general manager of Hearst Radio Inc., in complete charge of all its activities.

In addition to the naming of Albert A. Cormier, Murray Grabhorn and Neal Barrett as vice-presidents, as exclusively reported in the Jan. 1 BROADCASTING, Mr. Roosevelt has announced the establishment of two new divisions of Hearst Radio—to be known as International Radio Sales and International Radio Productions—and has appointed Edith Margaret (Peggy) Stone as director of station relations.

At the Hearst-owned stations, the major changes made thus far are the appointment of Harold C. Burke as manager of WBAL, Baltimore, and the promotion of George W. Johnson, commercial manager of KTSA, San Antonio, to the managership of that station. Mr. Burke replaces Edwin M. Spence, resigned, and Mr. Johnson succeeds to the post vacated by Mr. Burke.

New appointments or reassignments of personnel in the Hearst radio organization conform largely with the new functional divisions. International Radio Sales has been set up as a sales organization to represent not only the 10 Hearst-owned stations but other stations as well. International Radio Productions has been established as a program and production department which, an official statement says, hopes to "compete with RCA, World or any other transcription firms in manufacturing transcriptions for one-minute spots or half-hour programs."

International Signs WLS, KOY

First stations outside the Hearst fold to be signed by International for exclusive representation are WLS, the 50,000-watt *Prairie Farmer* station in Chicago, and KOY, Phoenix, Ariz., both owned by Burridge D. Butler. KOY will be represented nationally by International and WLS will be represented in all areas except Chicago and the Midwest.

Mr. Roosevelt intends to maintain his home in New York but will keep his connections in Fort Worth where he has resided several years, spending most of his time, he said, traveling among the stations. His executive assistant and vice-president will be Al Cormier, onetime general manager of WOR, Newark, and WIP, Philadelphia, recently appointed manager of Hearst's WINS, New York, who will continue to manage that station in addition to his other duties. Mr. Grabhorn will be known as general manager of International Radio Sales and in charge of national sales. Mr. Barrett will remain at KOMA, Oklahoma City, but will take over duties as supervisor of the four Southwestern stations of the Hearst group.

Director of International Radio Productions is Howard Esary, former program director of KEHE, who is establishing headquarters at 141 N. Vermont Ave., Hollywood. His successor at KEHE is Al Poska, elevated from the announcing staff. The New York branch of International Radio Productions will be at Hearst Radio headquarters at 20 East 57th St., with Ed Harvey in charge. Mr. Harvey was formerly program coordinator for all Hearst stations.

Peggy Stone, newly-named station relations director, and a well-known figure in the industry, assumes her new duties Jan. 15, coming from the CBS station relations department where she was assistant to Herbert V. Akerberg, station relations vice-president.

Under Mr. Grabhorn at International Radio Sales in New York are Lincoln P. Simonds and Frank Fenton, formerly with Mr. Grabhorn when he was in charge of the New York office of John Blair & Co. Both have resigned from the Blair organization to rejoin Grabhorn at Hearst. In addition, Mr. Grabhorn has appointed Naylor Rogers, former manager of KNX, Hollywood, to head the Chicago office, replacing Homer Hogan. Robert (Bob) Howard, onetime account executive with Campbell-Ewald in Detroit, later with the former firm of Roesler & Howard, has been named Detroit representative with offices to be opened shortly in the General Motors Bldg. John Livingston moves his headquarters from Los Angeles to San Francisco with supervision over both offices.

Now With Hearst Radio

PEGGY STONE

HEARST MANAGERS—G. W. Johnson, seated, has been elevated from commercial manager to managing director of KTSA, San Antonio, succeeding Harold C. Burke, right, who on Jan. 10 assumed the managership of WBAL, Baltimore, replacing Edwin M. Spence.

Curt Willson, whom Mr. Grabhorn replaces in charge of the New York office, has resigned.

Leaving Hearst in the shakeup, in addition to Emile Gough, former vice-president and general manager [BROADCASTING, Jan. 1], who has not made known his future plans, are Oscar J. Tunell, Mr. Gough's chief assistant as treasurer and business manager; David F. Crosier, Burt Lambert, Walter Scott and A. Kenstler, New York salesmen; Frank Foster, in charge of promotion, and various members of the secretarial staff.

It is understood the changes were decided upon in December by an executive committee comprising William Randolph Hearst, T. J. White, general manager of all the Hearst enterprises, and Joseph V. Connolly, president of the International News Service and former president of Hearst Radio. Mr. Connolly becomes chairman of the board of Hearst Radio under the new setup. Mr. Gough was asked to remain as vice-president under Mr. Roosevelt but chose to resign. The changes were finally ratified Jan. 3 by the three chief Hearst executives, in meeting with Mr. Roosevelt.

Burke Now at WBAL

Mr. Burke assumed the managership of WBAL on Jan. 10. He has been one of the crack Hearst managers since 1930 when he joined WISN, Milwaukee, as sales manager. Later he was named manager and in May, 1936, he was sent to KTSA to take charge. He was formerly a reporter and a salesman with the *Milwaukee Wisconsin News*. Mr. Johnson has worked with Mr. Burke for several years, and KTSA has been one of the most successful stations of the Hearst group.

Mr. Burke announced that no immediate shifts in the personnel of the Baltimore station are contemplated. Mr. Spence, whom he succeeds, was onetime manager of WPG, Atlantic City, and has long been active in industry affairs. He has not made known his future plans, but he will retain his post as chairman of the convention committee for the NAB convention to be held in Washington Feb. 14-16.

Joseph E. Keller Quits FCC Post to Join Law Firm of Dow & Lohnes

RESIGNATION of Joseph E. Keller, secretary to FCC Commissioner Thad H. Brown, to enter the private practice of law with the firm of Dow & Lohnes, Washington, was announced Jan. 13 by Commissioner Brown, effective Jan. 24.

Mr. Keller

Commissioner Brown announced the appointment of Franklin Cary Salsbury, of Cleveland, as his secretary, succeeding Mr. Keller, effective Jan. 25. Mr. Salsbury, 27, is a native of Cleveland and a 1932 graduate of Yale. He studied law at Western Reserve University in Cleveland, having graduated last June and was admitted to practice in Ohio in the same month. His new post pays an annual salary of $4,000.

Mr. Keller joined the FCC Aug. 1, 1934, as secretary to Commissioner Brown. He was graduated from the University of Dayton in 1928, and received his LL.B. degree from the same university. He completed his graduate work at Georgetown University and received his Doctor of Jurisprudence degree there in 1935. He was formerly a member of the faculty of the law school at the University of Dayton and is now conducting graduate courses in radio law and air law at Southeastern University in Washington. He is the author of several articles on communications law.

In addition to radio practice, Mr. Keller's association with the Dow & Lohnes law firm will include legal services with the National Petroleum Association and the American Petroleum Institute, represented by that firm.

Hearst Station Managers Plan Meeting in Chicago

A "CONVENTION" of the managers of the ten Hearst radio stations, together with executives of the newly created Hearst International Radio Sales, has been called for Chicago on March 3-4-5 by Elliott Roosevelt, new president of Hearst Radio Inc. In addition, executives of non-Hearst owned stations which may be represented by International Radio Sales, also will be invited.

Mr. Roosevelt declared Jan. 14 that he hoped to hold such meetings periodically for the purpose of exchanging operations ideas on each station and to procure progress reports from station executives. In the national representation field, he said, the plan is to coordinate sales activities and work out standardized methods of sales presentation. At the initial conference, Hearst managers will submit reports on their operations from January through March and chart projected activity until the next meeting, to be held in early June.

GENERAL FOODS Corp., New York, has placed the advertising of Kaffee Hag, decaffeinized coffee recently acquired from Kellogg Co., with Young & Rubicam Inc., New York, which also handles the advertising for Sanka coffee, the General Foods decaffeinized blend. No plans have been announced to date.

FCC Issues Rebuke for Mae West Skit

Network's Affiliated Stations Adjudged Liable for All Programs Broadcast; Program Standards Hinted

A STIFF rebuke to NBC for the "Mae West incident" of Dec. 12 was administered by the FCC Jan. 14 in a letter to its president, Lenox R. Lohr.

After describing the program as one far below "even the minimum standards which should control in the selection and production of broadcast programs," Chairman Frank R. McNinch said that no further action would be taken at this time. He added, however, that the 59 Red Network stations which carried the program could not be excused on the ground that it was received over the network under contract.

He explained that the Commission would consider other complaints against these stations, if any, at the time of license renewal.

A Serious Offense

Mr. McNinch made public the ruling at a press conference and extemporized on it. He said the Commission regarded the program as a "very serious offense against the proprieties and that it was decidedly low and substandard."

He elaborated on a statement in the formal letter that if the present system of licensing private agencies to broadcast is to ultimately win public favor, it must be won chiefly "through the excellence of the programs broadcast and their freedom from commercialization at the expense of propriety and quality."

Declaring the Commission is paying "active attention" to complaints against programs, the Chairman said he hoped the Commission ultimately would outline "standards of programs" that might follow general standards applicable to engineering which already have been established. He emphasized that under the law the responsibility is upon the station licensee rather than the network and that the station itself must "monitor" all programs, and "cut off those which are objectionable."

The clear indication that Chairman McNinch intends to address the NAB Convention primarily on the subject of programs, was given during the conference when he said that he proposed to discuss methods of improving programs with a "conference group" of broadcasters. He is scheduled to make one of the principal addresses at the convention in Washington Feb. 14-16.

Pointing out that the Commission under the law cannot censor programs but can take action only after the deed, the Chairman said that he personally did not advocate legislation which would give the Commission the power of censorship. He said that in the Mae West case, it is regarded only as "one incident" and that if nothing else is "chalked up against any licensed stations, there will be no further action."

Asked whether he expected radio to adhere to higher ethical standards than the movies, the Chairman did not answer the question directly but said he regarded radio as the most important means of communication known and that he believed it must have "the highest standards, since it affects all classes, ages and creeds." He said he did not concur in the answer that the listener can "turn off the key and shut off the program", declaring this was an admission that some programs do not measure up to desired standards.

The responsibility of the station for programs keyed by networks constitutes "one of the inescapable hazards of the licensee." He said he felt this view would be upheld by the courts on the theory that public interest is the primary yardstick and that contractual relationships between chain and station are secondary. The Commission, he said, cannot be concerned "with the machinery," under the law.

Chairman McNinch's letter follows in text:

> The Commission has carefully considered the transcript of the *Adam and Eve* feature by Don Ameche and Mae West and the dialogue between Mae West and Charlie McCarthy, sponsored by Chase and Sanborn and broadcast by the National Broadcasting Company over 59 stations on Sunday night, Dec. 12. It is our considered opinion that both of these features were far below even the minimum standards which should control in the selection and production of broadcast programs.
>
> We commend your company for having apologized over the radio and through the press for these features and again in your letter to the Commission. We are unable, however, to accept the view expressed in your letter that the broadcasting of these features was only "a human error in judgment". The care with which the public has a right to expect, and which is, we understand, the practice, in the writing and editing of the manuscripts and in the rehearsing of such features would seem to exclude the elements of accident and surprise.
>
> The admittedly objectionable character of these features is, in our opinion, attributable to the lack of a proper conception of the high standards required for a broadcast program intended for reception in the homes, schools, automobiles, religious, social and economic institutions, as well as clubs, hotels, trains and other places, reaching in the aggregate a much larger number of people daily than any other means of communication and carrying its message to men, women and children of all ages. A clear recognition of the social, civic and moral responsibility for the effect upon listeners of all classes and ages requires such a high standard for programs as would insure against features that are suggestive, vulgar, immoral or of such other character as may be offensive to the great mass of right-thinking, clean minded American citizens.
>
> While the right to reap a reward or profit in the proper use of the license granted by the Government is clearly recognized, this right and all other considerations are entirely subordinate to the interest of the listening public; and, if the present system of licensing private agencies to broadcast is to ultimately win the favor and approval of the American public, this favor will be won chiefly through the excellence of the programs broadcast and their freedom from commercialization at the expense of propriety and quality.
>
> In our present system and the statute under which the Federal Communications Commission functions, the Commission has no power of censorship but this power and responsibility rests squarely and unavoidably upon the licensee. The right to continue operation under a license can be justified only so long as public convenience and necessity are served through programs broadcast to the listeners. Licenses are granted without any compensation by the licensee to the Government and solely for the purpose of serving the public interest and, hence, the broadcaster must accept, along with the privilege granted, a definite inescapable and high public trust in the use of the facilities licensed.
>
> **Program Standards**
>
> It is believed that a true conception of this public trust would lift the general standards of programs to a higher level and would condemn as unworthy not only the features herein specifically referred to but other material which has been broadcast.
>
> The Commission notes that, while the features above referred to were originated by your company, these features were broadcast over 59 stations over your network, and, while the primary responsibility for this program rests with your company, the stations that carried it cannot be excused for carrying this program on the ground that such program was received over the network under a contract for program service. Each licensee carries his own definite responsibility for the character of programs broadcast and he must be and will be held to account regardless of the origin of the program. All who are interested should, therefore, take notice that trespasses against the public interest will be charged against every station engaging in such trespass.
>
> In view of your recognition of the objectionable character of the program in question and of your assurance that greater care and caution will be exercised in the future, the Commission has decided to take no further action at this time than the writing of this letter in condemnation of the program. However, upon application for renewal of the licenses of the stations carrying this broadcast, the Commission will take under consideration this incident along with all other evidence tending to show whether or not a particular licensee has conducted his station in the public interest.

Second Station in New Orleans Denied To WSMB; FCC States Monopoly Policy

ESTABLISHMENT of policy against the licensing of second stations in the same community to the licensee of an existing station, "unless it is clearly shown" that the public interest will be served thereby, was announced Jan. 14 by the FCC. The pronouncement came in the statement of facts and grounds for decision in denying the application of the licensee of WSMB, New Orleans, for a new local station in that community, and was announced by Chairman McNinch at a press conference.

First finding that need for an additional station was not shown to exist, the Commission added.

"The available frequencies in the broadcast band are limited, and the Commission is loath to grant facilities for an additional broadcast station to one who already holds a license for a station in the same community unless it is clearly shown that the public convenience, interest, or necessity would be served thereby. Other things being equal, it would appear that if there were a need for an additional local broadcast station in a community and if there were a frequency available for this service, the facilities should be granted to someone who does not already hold a broadcast license for an unlimited time station in that community."

The decision, Mr. McNinch asserted, "looks in the direction of fostering wholesome local competition." He added, however, that second stations conceivably could be granted where a need is shown beyond doubt, and where no other qualified applicant appears, but that there would be an "additional burden" upon the existing licensee seeking the second station in the same community.

The action, he added, can be regarded as a step in the direction of development of policy against establishment of monopolies in radio in particular communities, through avoidance of a concentration of licenses in the same hands. He could not say that outstanding situations where more than one station is owned by the same licensee will be reviewed in the light of this precedent, he said, explaining there was no present intention of doing so and that it had not been discussed.

Significant was Mr. McNinch's statement that the fact that two stations might be owned by the same newspaper was not sufficient in itself to warrant any FCC action. If there were no other applicant in a community that showed a need for additional service, a newspaper owning an existing station might be granted a second outlet," he said. He made no further statement regarding newspapers other than to state that there is no immediate likelihood of a declaration of policy or recommendations for legislation on newspaper ownership.

Mohawk Dissolved

MOHAWK VALLEY regional network, consisting of six New York and two Vermont stations, has been dissolved, according to Burt Squire, former manager of WINS, New York, who organized the regional group last November.

XUM

Congress Inquiry Proposal Dormant

Legislators Awaiting Results Of Studies by Mr. McNinch

DESPITE recent criticisms made by certain members of Congress against the broadcasting industry, there is little sentiment on Capitol Hill for a Congressional investigation of radio at this time. But on the other hand there appears a more general conclusion than ever that Chairman Frank R. McNinch, of the FCC, should continue to have a free hand in putting into effect or recommending to Congress whatever changes he concludes are desirable after the Commission completes the studies it is now making.

In addition to the speeches delivered in the House by Rep. Wigglesworth (R-Mass.) and Rep. McFarlane (D-Tex.), Senator Herring (D-Iowa), has publicly criticized certain broadcasting practices. The Senator's chief complaint lies against some of the programs put on the air for children and the bad grammar of "smart-aleck" announcers.

In Love With Their Voices

"We must protect our homes against half-baked announcers who are in love with their voices and put on the air such silly patter that children pick it up," Mr. Herring said.

Mr. Herring added that during a recent national broadcast of a spelling contest he counted 16 grammatical errors of an announcer, "who thought he was smart".

"The reply that the listener can cut off a program is not enough," he declared. "That has nothing to do with it. The public pays for these programs through their purchase of products that are advertised and the homes should be protected against some of the programs now being piped into them."

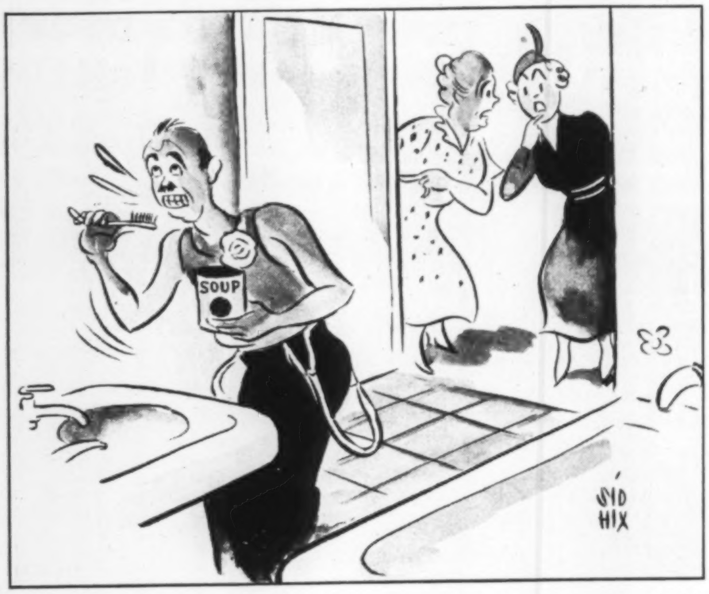
Mr. Herring said if broadcasters and sponsors themselves clean up their programs, there will be no need for Congressional action. If this is not done, he said, "we might have to turn to the British system of strict government control and censorship."

This should be the last resort, he said. He is conferring with other Senators on the need for protecting American homes against certain types of radio programs but had no definite legislative proposal in mind.

Meanwhile, the filibuster in the Senate against the anti-lynching bill has prevented action on the copyright treaty or the Duffy copyright bill.

Senator Duffy (D-Wis.) said he would make no attempt to take up the copyright treaty or his copyright bill until the anti-lynching bill is disposed of. The end of the filibuster is not yet in sight.

After charges of "monopolistic control" of radio had been made in the House Jan. 7 by Reps. McFarlane and Wigglesworth, Chairman O'Connor (D-N. Y.) of the House Rules Committee, said that personally he agreed "two or three companies do control radio". The Rules Committee, he added, "never issues adverse reports. When they do report, they report affirmatively."



Drawn for BROADCASTING by Sid Hix

"That Shift of Amos 'n' Andy Has Him All Confused!"

Sutherland Resignation Leads to Discussion of McNinch for High Court

SPECULATION over the appointment of Chairman Frank R. McNinch of the FCC to the Supreme Court developed immediately following the resignation of Associate Justice George Sutherland, effective on Jan. 18.

Reports were published that Mr. McNinch might be in line for the appointment by virtue of his wide experience in power and public utility affairs, particularly in view of impending momentous rulings by the highest tribunal on such matters. It was recalled also that when Mr. McNinch assumed the chairmanship of the FCC last October at the behest of the President, he had been mentioned for a circuit judgeship. While there was no formal disclosure regarding it, the report was prevalent that the North Carolinian then informed the President he wanted a "more active" assignment.

Since assuming the FCC chairmanship, Mr. McNinch has been called in by President Roosevelt on practically all power matters. He has participated in conferences with public utility leaders at the White House and as late as Jan. 11 attended such a meeting.

The post of chairman of the Power Commission, which Mr. McNinch relinquished upon his assumption of the FCC helm, has not been filled and ostensibly is being held open for him. At the time of the McNinch appointment it was stated it would be for a temporary tenure of only three months, after which he would return to the Power Commission. It is now a foregone conclusion that Mr. McNinch plans to remain at the FCC for a considerably longer period unless the President requests him to take some other assignment.

CESAR SAERCHINGER, former London representative of CBS, is now in New York arranging for the publication of his new book *Hello America!* to be published in latter March by Houghton Mifflin Co. It will contain reminiscences of his work as a radio commentator and arranger all over Europe.

Networks Get Off to Favorable Start With Many New Programs for the Year

STARTING the new year off with a spurt that is expected to break all records for network revenue, the nationwide networks report the launching of 33 sponsored program series in January. Advance estimates of billings indicate that this month will be the best in network history, passing even the previous high point achieved in October, 1936, with the aid of the political campaign and the Ford-sponsored World Series. Not all of the programs represent pure increases, of course. Campbell Soup Co.'s sponsorship of *Amos 'n' Andy* merely replaces that of the Pepsodent Co., with no gain to NBC as far as the sale of time is concerned. Other programs, notably several Procter & Gamble serials starting over CBS, are transfers from other networks, although in most cases the number of outlets has been increased. It is also true that several advertisers, chiefly in the automobile field, ended their schedules in December instead of continuing through the spring. But even with due allowance for these factors, 32 new network programs add up to a cheerful indication that the widely discussed and feared business recession has so far, at least, caused no serious curtailment of advertising schedules on network radio.

NBC heads the list of the chains, with 19 new program series, 13 on the Red and 6 on the Blue. CBS gains 11 new programs and MBS gets three. The complete list follows:

NBC

American Cigarette & Cigar Co., New York (Pall Mall cigarettes), *Dorothy Thompson*, Jan. 4, Tues., 7:30-7:45 p. m., Blue. Agency: Compton Adv., N. Y.

American Rolling Mill Co., Middletown, O., *Armco Band*, Jan. 2. Sun., 3:30-4 p. m., Blue. Agency: N. W. Ayer & Son Inc., New York.

American Tobacco Co., New York (Lucky Strike cigarettes), *Melody Puzzles*, Jan. 10. Mon., 8-8:30 p. m., Blue. Agency: Lord & Thomas, N. Y.

Benjamin Moore & Co., New York (paints and varnishes), *Betty Moore*, Jan. 3, Mon., 11:45-12 N, Red. Direct.

Borden Co., New York (condensed milk), *Rush Hughes*, Jan. 21, Mon. through Fri., 4:30-4:45 p. m., Red. Agency: Young & Rubicam Inc., N. Y.

Bristol-Myers Co., New York (Vitalis), *For Men Only*, Jan. 10, Mon., 10:30-11 p. m., Red. Agency: Pedlar & Ryan Inc., N. Y.

Campbell Soup Co., New York, *Amos 'n' Andy*, Jan. 3, Mon. through Fri., 7-7:15 p. m., ed. Agency: F. Wallis Armstrong Inc., Philadelphia.

Colgate-Palmolive-Peet Co., Jersey City, N. J. (shaving cream), *Dale Carnegie*, Jan. 11, Tues., 10:45-11 p. m., Red. Agency: Benton & Bowles, Chicago.

F. W. Fitch Co., Des Moines, Ia. (shampoo), additional quarter-hour *Interesting Neighbors*, Jan. 9, Sun., 7:30-7:45 p. m., Red. Agency: L. W. Ramsey Co., Davenport, Ia.

Glass Container Assn. of America, New York, *There Was a Woman*, Jan. 9, Sun., 1:30-2 p. m., Blue. Agency: U. S. Adv. Corp., Toledo.

John Morrell & Co., Ottumwa, Ia., (Red Heart dog food), *Bob Becker*, Jan. 9, Sun., 2-2:15 p. m., Red. Agency: Henri, Hurst & McDonald, Chicago.

S. C. Johnson & Sons, Racine, Wis., (floor wax), *Attorney-at-Law*, Jan. 3, Mon. through Fri., 10:30-10:45 a. m., Blue. Agency: Needham, Louis & Brorby, Chicago.

Larus & Bros. Co., Richmond (tobacco), *Alias Jimmy Valentine*, Jan. 18. Tues., 9:30-10 p. m., Blue. Agency: Blackett-Sample-Hummert Inc., N. Y.

J. W. Marrow Mfg. Co., Chicago (shampoo), *Henry Busse*, Jan. 16, Sun., 1:15-1:30 p. m., Red. Agency: Baggaley, Horton & Hoyt, Chicago.

National Biscuit Co., New York, *Dan Harding's Wife*, Jan. 3, Mon. through Fri., 9:45-10 a. m., Red. McCann-Erickson, N. Y.

Packer Mfg. Co., Chicago, *Thatcher Colt Mysteries*, Jan. 9, Sun., 2:30-3 p. m., Red. Agency: Stack-Goble Adv. Agency, Chicago.

Pepsodent Co., Chicago, *Mickey Mouse*, Jan. 2, Sun., 5:30-6 p. m., Red. Agency: Lord & Thomas, Chicago.

Quaker Oats Co., Chicago (Quaker Oats), *Margot of Castlewood*, Jan. 3, Mon. through Fri., 10-10:15 a. m., Blue. Agency: Lord & Thomas, Chicago.

Quaker Oats Co., Chicago (Puffed Wheat and Rice), *Dick Tracy*, Jan. 3, Mon. through Fri., 5-5:15 p. m., Red. Agency: Fletcher & Ellis, Chicago.

CBS

Barbasol Co., Indianapolis, *Arthur Godfrey*, Jan. 24, Mon. and Fri., 7:15-7:30 p. m. Agency: Erwin, Wasey & Co., N. Y.

Geo. W. Caswell Co., San Francisco (coffee), *Party Bureau*, Jan. 4, Tues., 5:30-5:45 p. m. Agency: Long Adv. Service, San Francisco.

Colgate-Palmolive-Peet Co., Jersey City (tooth powder), *Stepmother*, Jan. 17, Mon. through Fri., 5:30-5:45 p. m. Agency: Benton & Bowles, Chicago.

General Foods Corp., New York (Satina, La France), Jan. 4, additional two periods weekly, *Mary Margaret McBride*, Tues., Thurs., 12-12:15 p. m. Agency: Young & Rubicam, N. Y.

Procter & Gamble Co., Cincinnati (Oxydol), *Ma Perkins*, Jan. 3, Mon. through Fri., 10:45-11 a. m. Agency: Blackett-Sample-Hummert, Chicago.

Procter & Gamble Co., Cincinnati (Ivory soap), *The O'Neills*, Jan. 3, Mon. through Fri., 2:15-2:30 p. m. Agency: Compton Adv., N. Y.

Procter & Gamble Co., Cincinnati (Chipso), *Road of Life*, Jan. 3, Mon. through Fri., 9:30-9:45 a. m. Agency: Compton Adv., N. Y.

Procter & Gamble Co., Cincinnati (Oxydol), *The Goldbergs*, Jan. 3, Mon. through Fri., 4:30-4:45 p. m. Agency: Blackett-Sample-Hummert, Chicago.

Procter & Gamble Co., Cincinnati (Dreft), *Kitty Keene*, Jan. 3, Mon. through Fri., 4:30-4:45 p. m. Agency: Blackett-Sample-Hummert, Chicago.

Tea Garden Products Co., San Francisco, *Woman's Page of the Air*, Jan. 13, Thurs., 4:45-5 p. m. Agency: Botsford, Constantine & Gardner, San Francisco.

U. S. Rubber Co., New York, *Ben Bernie*, Jan. 12, Wed., 9:30-10 p. m. Agency: Campbell-Ewald Co. of New York.

Mutual

Vadsco Sales Corp., New York (cosmetics), *True Story Court of Human Relations*, Jan. 9, Sun., 4-4:30 p. m. Agency: Albert M. Ross, N. Y.

Wheeling Steel Corp., Wheeling, *Musical Steel Makers*, Jan. 2, Sun., 12:30-1 p. m. Direct.

J. B. Williams Co., Glastonbury, Conn. (shaving preparations), Jan. 3, *True or False*, Mon., 10-10:30 p. m. Agency: J. Walter Thompson Co., N. Y.

Half-Million Will Be Spent for Tests

Shepard Starts 50 kw. Plant for Armstrong Experiments

APPROXIMATELY a half-million dollars is being invested in experiments with frequency modulation —the newest panacea to relieve broadcast band congestion—under authorizations given by the FCC for such large-scale tests.

The development of Maj. Edwin H. Armstrong, professor of electrical engineering at Columbia University and inventor of the superheterodyne and superregenerative principles used in radio receivers, frequency modulation as opposed to amplitude modulation for radio transmission is declared to afford greater coverage by overriding noise levels and by being far less subject to fading phenomena.

To be carried on in the ultra-high frequencies reserved for "apex", or high-frequency broadcasting, experiments with three such stations already have been authorized by the FCC and a fourth application is pending. Whereas previous experience seemed to indicate that apex broadcasting was useful only for limited local areas, the claim is made for the Armstrong system that, by catapulting the signals from substantial heights, very wide rural coverage can be procured, even exceeding that of stations in the conventional broadcast band.

Shepard Invests

Dr. Armstrong himself now is completing construction of a 50,000-watt station on the west bank of the Hudson River, atop the Palisades, several miles north of Alpine, N. J. According to applications filed with the FCC, he predicts coverage of the entire metropolitan area of New York as well as extended contiguous rural territory. This result, if accomplished, would prove revolutionary.

But more significant is the fact that John Shepard 3d, president of the Yankee Network, is constructing a 50,000-watt station to use the Armstrong method, at the summit of Mount Wachusett, in Princeton, Mass., 45 miles from Boston and 65 miles from Hartford. With an expected investment of nearly a quarter-million dollars in this plant and attendant research, data submitted to the FCC by Mr. Shepard and his consulting engineer, Paul A. DeMars, show this 50,000-watt station is being projected to cover practically the entire New England area through utilization of the Armstrong system. The elevation on top of Wachusett is 2,000 ft. Construction of the transmitter building at a cost of approximately $75,000 and installation of a 50,000-watt transmitter at a cost of $50,000 already have been begun, under an FCC authorization given the Yankee Network, headed by Mr. Shepard, last August. All told, it is estimated roughly that some $250,000 will be expended on the experiment.

In addition to these two 50,000-watt undertakings, Jansky & Bailey, consulting engineers in Washington, on Dec. 22 were authorized by the FCC to undertake frequency modulation experiments with a 1,000-watt transmitter. Dr. Franklin M. Doolittle, president of WDRC, Hartford, and an eminent engineer in his own right, also has applied for an experimental 1,000-watt frequency modulation station to utilize the Armstrong method, which application is still pending.

The FCC, in its ultra-high frequency allocations announced last year, set aside the band 41,000 to 43,000 kc. for "apex" broadcasting, both for amplitude and frequency modulation. The frequency modulation bands are 200 kcs. wide, whereas those for amplitude modulation are 40 kc. in width.

At a demonstration in Washington nearly two years ago and at another in New York last year, Maj. Armstrong compared frequency modulation to the conventional amplitude modulation. These tended to show that in frequency modulation a high gain can be accomplished over the noise level for a given signal, thus procuring a greater coverage. It was also shown that the effects of fading were not nearly so devastating on frequency modulation as against the conventional method of broadcasting.

Completing Equipment

How soon Maj. Armstrong plans to begin operation of his New York station has not yet been announced. He has completed installation of his 400-ft. antenna [picture herewith] and his building has been practically completed. If he can cover the entire metropolitan area of New York as well as surrounding rural terrain with a 50,000-watt signal, there unquestionably will be an influx of applications for similar authorizations. Few stations with 50,000 watts in the New York area can now do an acceptable job of covering the entire area, it is contended, because of the extremely high noise level and other propagation conditions.

But even more significant, according to engineers, is the Shepard experiment. Based on paper computations, the Mount Wachusett station would be designed to cover the entire New England area with a signal far more satisfactory than that of any 50,000-watt station using conventional modulation. New England is notoriously difficult to cover, because the limestone deposits constitute an unusual absorption factor. The claim for both the New England and New York experiments is that by using the frequency modulation method from a high elevation, attenuation difficulties are almost entirely overcome.

A special receiver is required to pick up frequency modulation signals since all those now in use are designed for amplitude modulation. Thus, reception of the experimental signals will be limited to specially designed receivers or to those receivers equipped with devices making possible tuning of these stations. It is claimed, however, that the superior service which would accrue from the operation would accelerate public demand for receivers capable of picking up the signal.

Frequency modulation is not an entirely new art. Maj. Armstrong, however, devised the method of perfecting its use, it is claimed in his behalf. It was recalled that KDKA, pioneer radio station, a number of years ago conducted tests with frequency modulation but did not find them entirely satisfactory.

For his New England experiments, Mr. Shepard has been given permission to use a radio, as distinguished from a wire relay, between Boston and Mt. Wachusett to transmit programs. Frequency modulation also would be employed for this relay.

Another claim made for frequency modulation is that it probably would enable more stations to be assigned to the same channel without interference. At present, to avoid interference as between two stations, engineering standards specify that the signal of the desired station must be 20 times stronger than that of the undesired station. On frequency modulation, it appears that the ratio of four to one or possibly even two to one will be sufficient to avoid interference.

Under the regulations of the FCC, periodic reports must be made to it on the progress in experimental operations. Thus, the Commission will be kept posted on the development of the Armstrong tests both in New York and in New England, as well as by Jansky & Bailey.

FUTURE ANTENNA? — Here is the 400-foot tower erected near Alpine, N. J., by Major Edwin H. Armstrong, for frequency modulation transmission experiments in the ultra-high frequencies, which, if it proves feasible, may revolutionize future broadcasting. Maj. Armstrong is the inventor of the superheterodyne and superregenerative circuits.

Demands Offered Nets and Agencies By Talent Union

'Get Acquainted' Conferences Held With AFRA Official

FIRST presentation of demands of the American Federation of Radio Artists for standard wage scales and working conditions for actors, singers, announcers and sound effects men employed on network programs was made to CBS on Jan. 11. Meeting with NBC, scheduled for the same day was postponed until Jan. 13.

Details of CBS conference were not divulged, but it is understood that meeting consisted chiefly of an outline of the talent union's demands which are to be presented in full detail at a later date. Mrs. Emily Holt, executive secretary of AFRA and chairman of its negotiating committee, expressed the opinion that it would not be long before an agreement was reached, but refused to define more exactly what she meant by "not long".

The CBS conference was preceded by a number of informal meetings at which the situation of talent employed on network programs was discussed informally without the union presenting any demands. First of these "getting acquainted sessions", as Mrs. Holt described them, was held with executives of Young & Rubicam, and second with BBDO. Mrs. Holt said that due to the holidays it had been impossible to arrange meetings with other agencies but that she hoped to be able to talk to all who are active in network radio before final action is taken.

Meets With Agencies

A meeting with John Benson, president, and Frederic Gamble, executive secretary of the AAAA, was held on Jan. 10, which will probably be followed by other sessions, and a date has been set for a get-together with Compton Adv. Inc. Preliminary meetings were also held with William S. Paley, president, and Edward Klauber, executive vice-president, of CBS, and with Mark Woods, vice-president of NBC, following which each network appointed a committee to carry on negotiations with AFRA.

In addition to Mrs. Holt, the AFRA committee consists of George Heller, assistant executive secretary, Henry Jaffe, union attorney, and Roy Jones, Chicago member of AFRA's national board. NBC's committee is made up of Mr. Woods, C. W. Fitch, business manager of the program department, and E. G. Prime, network attorney. CBS will be represented by Lawrence Lowman, vice-president, I. S. Becker, business manager of Columbia Artists Inc., and Joseph Burgess, network personnel director.

Mrs. Holt told BROADCASTING that the friendly reception given to her committee by agency and network executives had been extremely gratifying and said that she believed little difficulty would be encountered in bringing about a satisfactory solution to the mutual problems of radio artists and their employers. She said that AFRA is not trying to deliver an ultimatum to broadcasting, but is

(*Continued on page 77*)

Radio Manhandled, In Adams' Opinion

Admires Medium But Deplores The Way It Is Being Used

RADIO is being badly manhandled by advertisers, in the opinion of James R. Adams, writing in his new book *More Power to Advertising* (Harpers), because practically all commercial continuity writers write sermons and practically all announcers are compelled to read them as such.

Mr. Adams, vice-president of MacManus, John & Adams Inc., Detroit advertising agency, believes that advertisers overlook the important point that in spoken conversation more than the voice tempers the observation. There are the face, gestures, smile, but all these are missing in radio. Often, he says, the voice is expected to do too much.

He declares he has "nothing but admiration for radio. It is a tremendous medium. Furthermore, it came just at the right time to give advertising a lift over what gave every appearance of being a hill." But he hasn't, he declares, the same admiration for the manner in which radio is being used.

Frenzies and Conches

Mr. Adams holds out for reasonableness in radio announcing, not, as is so often the case, "a perfect frenzy of anxiety" or "the modulated delicacy of a conch-shell answering the ocean's call."

He declares he would laugh in the face of a salesman who talked to him in the measured rhythm of a narrative poem, setting the sales point to hexameter.

"Spoken salesmanship over the air is in precisely the same category as salesmanship over the counter or on the salesroom floor —with the one difference that the prospect has no chance to answer back in radio salesmanship," Mr. Adams writes.

"If you wouldn't yell at a prospect on the salesroom floor, you shouldn't yell at him out of the loudspeaker. If you wouldn't set your argument to hexameter over the counter, don't do it over the air."

"The writer believes he knows why radio advertisers go to such extremes. It is because they think of their audience in terms of ten million people.

"When they vision a radio audience, advertisers see the whole 'kit and billin' of them gathered together in some vast amphitheatre. They see this great audience out there in the flesh and blood, perspiring and cheering and having the psychological reactions of a giant crowd.

"And seeing all this in their mind's eye, they logically preach a sermon."

Pointing out the folly of this attitude, Mr. Adams asks radio advertisers to imagine themselves talking to just a few people in the quiet of their homes. Then imagine they have been invited to talk about their company and its products. With that in mind, he advises them, act accordingly.

The time is near, the writer declares, when broadcasting companies will be able to speak their minds on the matter, when there will be more requests for time on the air than can be granted.

DIRECTOR — Maurice Spitalny, brother of Leopold Spitalny, NBC director of musical personnel, and Phil Spitalny, conductor of an all-girl orchestra, is the new musical director of KDKA, Pittsburgh, having assumed the post Jan. 13. Here he is (seated) chatting with A. E. Nelson, manager of KDKA.

Radio Set Sales Off

DECEMBER sales running 40 to 45% behind the same month last year, radio set sales for 1937 will run somewhere between 7,600,000 and 7,700,000, according to *Radio Today*, dealer trade journal. This compares with an all-time high established in radio set production and sales in 1936 of 8,248,755, a falling off of 7%.

AFA's New Chairman

MASON BRITTON, vice chairman of the McGraw-Hill Publishing Co., on Jan. 13 was elected chairman of the board of the Advertising Federation of America, succeeding E. H. McReynolds, of St. Louis, whose death occurred last month. In announcing the election following a board meeting in New York, George M. Slocum, Detroit, AFA president, also announced the election of Henry Obermeyer, assistant vice-president of the Consolidate Edison Co., of New York, in charge of advertising, as AFA director succeeding Mr. McReynolds.

Exchange of Music Contracts Set by Negotiators for Jan. 17

Contracts and Quota Expenditures Slated to Start On That Date; New York Key Stations Signed

ON JAN. 17 contracts between network affiliated stations and local musicians' unions in all parts of the country go into effect, bringing to a close negotiations commenced more than four months ago. The last barrier to exchange of contracts between Independent Radio Network Affiliates was cleared Jan. 13 when network officials concluded contracts with AFM Local 802 in New York assuring affiliates of continued service of musical programs from New York key stations.

Emile J. Gough, IRNA secretary, and Joseph N. Weber, AFM president, wound up their negotiations Jan. 14, exchanging the more than 200 contracts already received. Mr. Weber notified all locals the national plan of settlement is finally effective Jan. 17, although a short period of grace is to be allowed.

Message to Affiliates

On Jan. 8, following an all-day session with President Weber, Samuel R. Rosenbaum, chairman, and Mr. Gough sent the following message to all stations affiliated with NBC, CBS and MBS:

"To All Affiliates:

Federation has decided to declare plan of settlement effective as of Monday, Jan. 17, 1938. All contracts and quota expenditures will commence as of that date for the purpose of the plan. There are still some few stations not signed up. We shall endeavor to obtain for them a short period of grace, but this committee will shortly dissolve and will thereafter be unable to assist any further. We advise prompt efforts to conclude remaining contracts. We are unable at this time to forecast what measures the Federation may pursue regarding holdouts. The foregoing is based on the assumption that the New York network key stations will have completed contracts with the New York local union on or before Jan. 17, 1938, covering the two-year period of the national plan of settlement, so that the network service will be assured to cooperating stations."

The AFM international executive board, which meets Jan. 17-22 in Miami, probably will discuss the broadcast situation and may fix penalties for delinquent stations as well as determine what action will be taken about transcriptions and phonograph records.

Both the committee and the union stated that more than 200 signed contracts have been received and that practically all of the others are in negotiation.

More Dickering in View

While frequent conferences between the union and the networks were held and scheduled during the last week before Jan. 17, and while there was considerable hope that the contracts would be set in time to avoid delaying the IRNA-AFM settlement any longer, there was no assurance Jan 14 that this could be done. On two points, the charge for doubling (playing two instruments), and the wage scale for the last year of the three-year contracts, the union requested more than broadcasters felt was fair.

Just what the Union's demands are and just how far they exceed what the broadcasters are willing to pay could not be learned, but from expressions on both sides there were plenty of indications that these points might not be settled without a lot more dickering.

Meanwhile every effort was being made to collect as many signed contracts as possible in New York for the final exchange that would put the agreed plan of settlement into operation. Mr. Gough, who since his resignation from Hearst Radio in mid-December has spent his entire time on this matter, was in daily contact by wire and long distance phone with stations and unions which were having difficulty in coming to terms.

Mr. Weber, who has been confined to his home with a severe cold since the holidays, had been concentrating on the task of bringing negotiations to a close by the 17th. In his absence from his office it was impossible to learn what penalties the union plans to apply to stations not coming in under the deadline. Neither could the further plans of the AFM be discovered, although it is expected that as soon as the IRNA plan goes into effect the union will resume its negotiations with the makers of transcriptions and phonograph records and will begin dealings with the stations not affiliated with the major networks.

Union Referendum

In New York, at least, the non-network stations were anxious to have their status with the AFM determined as soon as possible for on March 3 the contracts between the local union and all Class A and Class B stations expire and the union plans to begin negotiations with these stations as soon as it has completed its contracts with the network key outlets. To complicate further the New York situation, the union membership in that city has passed a referendum prohibiting any musician who has earned $54 in a week from accepting further employment in the same week. Considering only the effect on broadcasting, this measure means that members of symphony orchestras, name dance bands, station staff orchestras, and similarly employed musicians will not be allowed to play for other broadcasts or to make transcriptions during their free time.

The exact effects of this share-the-work ruling can not be forecast accurately at this time, although it will inevitably bring about a complete reorganization of many musical aggregations now heard on the air. The rule does not go into effect until the middle of February, however, two weeks after its publication in the monthly journal of the local, and there may be a further postponement as disgruntled union members are planning to protest both through the union's executive board and through the courts, requesting a stay until the legality of such a referendum may be determined.

Meat Men on the Air

NATIONAL LIVE STOCK & Meat Board, Chicago, composed of leading meat packers and cattle men, has placed its account with Campbell-Ewald Co. Inc., Chicago. A radio campaign on 14 stations, consisting of five-minute to half hour live talent programs broadcast two to six times weekly, will start Jan. 17. Advertising will stress that meat is plentiful, prices are cheap, and that meat is an aid in reducing. The complete station list follows: WLS WOR KMOX KNX WBZ-WBZA WBAL KYA WXYZ KOA KOIL WFAA WLW WHO WHB.

WAAB Boost Favored

AN INCREASE in power from 500 watts night and 1,000 watts day to 1,000 unlimited time for WAAB, Boston, Yankee Network key, was recommended to the FCC Jan. 14 by Examiner Dahlberg.

New Advertising Bill Passed by House

FTC Measure Is Almost Ready to Be Sent To President

By WALTER BROWN

THE House on Jan. 12 passed the Wheeler-Lea bill broadening the base of the Federal Trade Commission in issuing cease and desist orders and also giving that agency sweeping control over false and misleading advertising of food, drugs, devices and cosmetics.

Chairman Lea (D-Cal.), of the House Interstate & Foreign Commerce Committee, piloted the measure through the House just as he reported it last August with the exception of one minor amendment. Several attempts were made to amend the section of the measure dealing with food and drug advertising, but all were defeated.

The bill, which was offered as a substitute for the Wheeler measure passed by the Senate last March, passed on a standing vote 107 to 10. The bill now goes back to the Senate for approval after which it requires only the President's signature to become law.

The Senate has twice during the last three years passed a food and drug bill placing administration in the Food and Drug Administration of the Department of Agriculture. The desire of the House to give the FTC jurisdiction has led to extended delay. Senator Copeland (D-N. Y.), author of the Senate food and drug bill, has indicated he would not oppose the food and drug advertisement section of the Lea measure.

Concerns Radio Advertisers

Chairman Lea promised the House early action by his committee on the general provisions of the Copeland bill. Sixty days after the enactment of the Wheeler-Lea bill, the FTC will have power to issue cease and desist orders to stop false or misleading claims for products which are held to affect injuriously the general public or the advertisement of which causes unfair competition. There are plenty of teeth in the bill to provide enforcement.

Because of the large volume of food, drugs, and cosmetics advertisement carried over the air, the Wheeler-Lea bill and its subsequent administration is of vital concern to the broadcasting industry. A special section exempts radio stations, as well as newspapers and advertising agencies, from any liability under the act provided they do not withhold from the Commission information on advertisers who may be considered violators.

The bill almost got its start to the White House for the President's signature on Jan. 13 when Chairman Wheeler (D-Mont.) coauthor, proposed on the floor that the Senate concur in the House amendments without the necessity of sending it to conference. Senator Copeland, however, asked that it go over a "few days", asserting that the bill was important and that there should be debate. After further discussion, Senator Wheeler agreed to hold up his motion for a week.

Heretofore vigorously opposed to any measure which would enlarge the FTC's jurisdiction over advertising and reduce that of the Food & Drug Administration, Senator Copeland's strategy was believed to be that of seeking to force House action on his own measure before the Senate accedes to the Wheeler-Lea bill.

Broad discretion is given to the FTC in administering and enforcing the Wheeler-Lea bill and the Commission's interpretation of what constitutes "false advertisement" will decide to what extent radio advertising will be affected. The bill undertakes to define false advertising as that which is "misleading in any material respect".

This could well open up before the Commission such question as whether or not a cigarette manufacturer is misleading a radio audience or practicing unfair competition against another manufacturer, when the claim is made that because of a certain process a particular brand is good to the throat or calms the nerves.

Plenty of Power

Chairman Lea frankly stated that the act gave the FTC an abundance of power. The manner in which the Commission uses this power will in the final analysis determine to what extent present day advertising of food, drugs, and cosmetics will be affected.

The House devoted an entire day to consideration of the legislation, and the debate was marked by an effort of a group of members demanding more rigid enforcement provisions than recommended by the Committee. Articles for which the makers made extravagant claims were displayed to the House. Pictures of victims of cosmetics also were shown.

Chairman Lea opened the debate and directed attention to the history of legislation dealing with the FTC. He contended that his bill would enable the Commission to better protect the public interest.

"A great majority of the people are honest," he said. "A great majority of those who advertise are honest. And if the Government points out faults in their advertising that affect the public interest, they will try to come within the law in their advertising."

Speaking on the proposed amendments to section 5 of the FTC act, Mr. Lea said the original bill, passed in 1914, provided jurisdiction only when the alleged unfair practice is injurious to a competitor, while the new legislation would maintain the competition factor and also give jurisdiction on a basis of being "injurious to public interest."

"False advertising is defined as any advertising that is misleading in any material respect, and by the amendment it is made unlawful and an unfair practice." "This bill," he added, "provides abundant method of taking offenders into court for unfair trade practices."

Rep. Mapes (R-Mich.), who opposed the bill on the ground that it falls short of the protection it should afford, freely admitted the need for additional legislation to properly control food, drug and cosmetic advertising but argued that the proper place for administering such control lay in the Food and Drug administration of the Department of Agriculture.

Rep. Kenney (D-N. J.) protested against the Lea bill because it "is without teeth" and "offers no penalties whatever, with two exceptions". The New Jersey congressman proposed to make every violation prosecutable in the courts, rather than first warning violators by FTC cease and desist orders.

"If you want to protect the public," said Kenney, "you've got to provide penalties that will let the advertiser know the public interest must be served. No false advertis-

(*Continued on page 72*)

Digest of Wheeler-Lea Bill Amending FTC Act . . . .

The Senate bill as passed last March, amended Section 5 of the Federal Trade Commission Act to broaden the powers of the Federal Trade Commission over unfair methods of competition by extending jurisdiction to cover unfair or deceptive acts or practices in commerce. The House bill struck the entire section of the Senate bill and provided for amendment of Section 5 of the F.T.C. act as proposed by the Senate and in addition added a second section investing jurisdiction in the Commission over false and misleading advertisements of foods, drugs, devices, and cosmetics.

The amendments to Section 5 of the F.T.C. act, as carried in the House bill, make (1) "unfair or deceptive acts or practices in commerce" unlawful; (2) make the commission's order to cease and desist final upon expiration of the time allowed for filing a petition for review, if no petition has been filed within that time; (3) fix the time when orders shall become final where they are reviewed by the courts; (4) fix a civil penalty of not to exceed $5,000 for each violation of the Commission's cease and desist order, once the order has become final, and while it is in effect; and (5) exempt from the act persons subject to Packers and Stockyards Act of 1921, except as provided in that act.

Section 2 of the House bill further amends the F.T.C. act by adding seven new sections. Section 12(a) prohibits disseminating any false advertising, by mail or in commerce, "for the purpose of inducing, or which is likely to induce, directly or indirectly, the purchase of food, drugs, devices, or cosmetics".

Section 13 provides that whenever the Commission has reason to believe "(1) that any person, partnership, or corporation is engaged in, or is about to engage in, the dissemination or the causing of the dissemination of any advertisements in violation of Section 12, and (2) that the enjoining thereof pending the issuance of the complaint by the Commission under Section 5, and until such complaint is dismissed by the Commission or set aside by the courts on review, or the order of the Commission to cease and desist made thereon has become final within the meaning of Section 5 would be to the interest of the public," the Commission may bring suit in a district court of the United States to enjoin the dissemination of such advertisement.

Section 14 provides that a violator of Section 12 shall "if the use of the commodity advertised may be injurious to health because of results from such use, or if such violation is with intent to defraud or mislead, be guilty of a misdemeanor, and upon conviction shall be punished by a fine of not more than $5,000 or by imprisonment for not more than six months, or by both." The penalty limits are doubled for subsequent violations following the first conviction.

Liability for Dissemination

Subsection B of Section 14 provides:

"No publisher, radio-broadcast licensee, or agency or medium for the dissemination of advertising, except the manufacturer, packer, distributor, or seller of the commodity to which the false advertisement relates, shall be liable under this section by reason of the dissemination by him of any false advertisement, unless he has refused, on the request of the Commission, to furnish the Commission the name and post-office address of the manufacturer, packer, distributor, seller, or advertising agency, residing in the United States, who caused him to disseminate such advertisement. No advertising agency shall be liable under this section by reason of the causing by it of the dissemination of any false advertisement, unless it has refused, on the request of the Commission, to furnish the Commission the name and post-office address of the manufacturer, packer, distributor, or seller, residing in the United States, who caused it to cause the dissemination of such advertisement."

For the purposes of Sections 12, 13, and 14, Section 15 defines the term "false advertisement" to mean "an advertisement, other than labeling, which is misleading in any material respect." In determining whether any advertisement is misleading the section directs that the Federal Trade Commission shall take into account, among other things, "not only representations made by statement, word, design, device, sound, or any combination thereof, but also the extent to which the advertisement fails to reveal facts material in the light of such representations or material with respect to consequences which may result from the use of the commodity to which the advertisement relates". It is provided that if there exists a substantial difference of opinion among experts as to the truth of the representation in the advertisement, it shall not be considered misleading "if it states clearly and prominently the fact of such difference of opinion". The burden of establishing the misleading character of any misrepresentation is left squarely on the government.

"Food" is defined to mean "(1) articles used for food or drink for man or other animals, (2) chewing gum, and (3) articles used for components of any such article".

The term "drug" is defined to mean any articles recognized in official formulas, articles intended for use in diagnosis, cure, mitigation, treatment, or prevention of disease, and articles intended to affect the structure of any function of the body.

"Device" is defined to mean instruments, apparatus, and contrivances used in diagnosis, cure, mitigation, treatment, or prevention of disease.

"Cosmetic" is defined to mean "(1) articles intended to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body or any part thereof for cleansing, beautifying, promoting attractiveness or altering the appearance, and (2) articles intended for the use as a component of any such articles; except that such terms shall not include soap".

Section 16 provides that when the F.T.C. has reason to believe that any person is liable to penalty under Section 14 or Section 5, it shall certify the facts to the Attorney General, "whose duty it shall be to cause appropriate proceedings to be brought for the enforcement of the provisions" of the act.

The act takes effect 60 days after its enactment.

More Proof Needed to Justify Superpower, Declares Craven

Chairman Woodrum Advises Against Radio Inquiry; Need of More Control Over Programs Suggested

GRAVE doubts that superpower should be permitted at this time, and the view that additional proof is necessary to justify such power as 500,000 watts, were expressed by FCC Commissioner T. A. M. Craven in testimony before the House Appropriations Subcommittee released Jan. 6 coincident with the introduction of the Independent Offices Appropriation Bill.

Commissioner Craven had appeared before the committee Dec. 17 and again on Dec. 21 and was subjected to sharp examination by committee members, notably Rep. Wigglesworth (R-Mass.), leading proponent of an FCC investigation.

The hearings were in executive session and the transcript was not released for publication until the Independent Offices measure, carrying an FCC appropriation of $1,745,000 for the 1939 fiscal year, was introduced in the House Jan. 6 and passed Jan. 11.

Published stories that the FCC had sent a "secret report" to Congress proposing legislation invoking licensee fees upon stations and also dealing with program censorship, newspaper ownership and similar issues, were branded entirely erroneous by FCC Chairman McNinch. He said no such report had been submitted or had even been discussed. It was generally thought that the misinformation developed from inaccurate interpretation of Commissioner Craven's testimony before the Appropriations Subcommittee.

Wigglesworth's Charges

Rep. Wigglesworth used the Craven testimony as a springboard for another demand for a radio investigation when the appropriations bill came before the House for consideration Jan. 16. He renewed charges of monopoly, laxity by the FCC, improprieties in legal practice, "trafficking" in station licenses and, finally, without mentioning his name, he made the allegation that Commissioner Craven, by virtue of purported transactions involving stock in certain radio stations he had represented as a consulting engineer in private practice, had run counter to the Communications Act provision prohibiting an FCC official or employe from having financial interests in any company holding an FCC license. In a press release issued the same day, however, Rep. Wigglesworth mentioned the commissioner by name.

A staunch defense of Commissioner Craven by Rep. Woodrum, (D-Va.) chairman of the subcommittee, followed the 20-minute Wigglesworth tirade. Advising against an investigation, Mr. Woodrum said that Chairman McNinch, named by President Roosevelt to restore order at the FCC, should be given ample opportunity to "clean up." He said he knew Commissioner Craven personally as a consulting engineer, and regarded him as one of the outstanding authorities of the world. He added that the Wigglesworth comments were repetitions of those that developed in the Senate when Commissioner Craven's confirmation was before it last summer, and that he thought it unfair for Rep. Wigglesworth to continue to bring up this matter.

Rep. Wigglesworth inserted in the *Congressional Record* another batch of tables prepared by the FCC showing transfers and sales of stations, which he charged constituted placing of a value on a license by virtue of considerations which were far in excess of replacement cost.

Responding to questions of Rep. Wigglesworth at the executive committee hearing, Commissioner Craven said it was his personal opinion that from an engineering standpoint, better service to rural areas can be rendered with higher power but that "in relating such higher power to the question of broadcasting in this country, I have grave doubts that such higher power should be permitted at this time." "In other words," he continued, "I personally believe that from an economic and social standpoint 500 kilowatts may be too much power under our scheme of broadcasting. In my opinion, additional proof is necessary to justify such power as 500 kilowatts." He added he thought that a lot has been learned from the 500-kilowatt operation of WLW and that much more will be learned "in respect to having a station with that power."

Under further questioning, Com-

(Continued on page 60)

Around the Clock

WITH THE New Year, KXYZ, Houston, went on a 24-hour schedule, its directors, Tilford Jones and T. Frank Smith, claiming it is the first station in the South to broadcast continuously around the clock. Ben McGlashan's KGFJ, Los Angeles, is reputed to be the first American station to operate permanently on such a schedule, and other stations have followed its example, including WNEW, New York.

Master Map of Station Allocations Under North American Treaty Planned

A "MASTER MAP" of projected allocations on the North American Continent is expected to precede actual drafting of revised allocations for broadcast stations in the United States in accordance with the agreement reached at the Inter-American Radio Conference in Havana late last year.

Cuba—one of the four nations party to the agreement—already has ratified the treaty, doing so upon recommendation of President Bru on Dec. 22. The agreement cannot become effective until three of the four nations ratify it and the fourth—Mexico—signifies its intention of so doing. The Mexican Senate does not convene again until next December and as a consequence formal ratification is not possible until then.

It is expected that a delegation of Canadian engineers, probably headed by Comdr. C. P. Edwards, will meet soon in Washington with engineers of the FCC to discuss the Canadian allocations as to specific assignments of stations. Similar data is expected from both Mexico and Cuba. These precise allocations, based on the agreement reached at Havana, will be plotted on a master map of North America so that a complete picture of the North American radio structure in projected form will be effected.

Drafting New Rules

Whether information on the allocations in these other nations will be made generally available has not yet been decided as a matter of policy by the FCC. With the publication of such information, stations in this country and new station applicants would be in a position to determine the manner in which they should proceed with applications for modifications or for new facilities so as to accord with the general allocations picture.

Meanwhile, FCC departmental heads are drafting proposed new rules to conform to the North American agreement by providing for revision of allocations, perhaps by the end of the month so that parties in interest may request a hearing on them within the statutory 30-day period.

The proposed new rules are expected to embody provisions for horizontal increases in power of regional stations from 1,000 watts night to 5,000 watts and of local stations from 100 watts to 250 watts night. Numerous changes in technical regulations also would be provided for, it is understood, to make the provisions conform with the Havana agreement.

The present 50,000-watt maximum on clear channels probably will be made the minimum power for class 1-A stations or those in the first category, but that would not by any means augur for superpower at this time. This issue must be decided on the basis of taking of additional testimony on the merits of superpower as has been clearly indicated by members of the FCC.

The 14 applications of clear channel stations now pending for authority to use 500 kilowatts presumably will be the basis for these hearings. All of them have been designated for hearing, but no date has been set. The setting of a definite date unquestionably will follow the promulgation of the proposed new rules.

Craven to Attend Cairo Conference

May be Named by President After Demand is Made

DESPITE original plans to remain in Washington because of the pressure of FCC business, Commissioner T. A. M. Craven is expected to attend the International Telecommunications Conference in Cairo as a delegate, departing in time to reach the conference city by Feb. 7.

It is learned on good authority that Commissioner Craven has been urged by the State Department and by Senator Wallace H. White (R-Maine), chairman of the American delegation, to attend the conference. He had been eliminated from the delegation on his own request and that of Chairman McNinch of the FCC because of the pressure of work confronting that agency.

Since the delegation sailed Jan. 4, however, the demand for his presence at the conference was renewed and President Roosevelt, upon recommendation of the State Department, is expected to appoint him as a fifth delegate. Other delegates, in addition to Chairman White, are Capt. S. C. Hooper, Navy; Lieut. E. K. Jett, FCC chief engineer, and Francis C. DeWolf, Treaty Division, State Department.

Broadcasting Not Vital

Broadcasting, except for its international aspects, is expected to play only a minor part in the conference. Greatest emphasis is upon revision of telegraph provisions of the convention. Widening of the intenational broadcast band for shortwave service has evolved as the most important broadcasting issue. The number of channels available in the bands presently allocated is 91, whereas the actual number in use totals 245. Use of these frequencies for spreading of propaganda, notably by such nations as Germany, Italy and Great Britain, has given rise to increased demands for such facilities.

Commissioner Craven, it is understood, probably will leave the United States at the end of the month for London and fly from London to Cairo. How long he will remain will depend upon the developments at the conference but the urgency of business before the FCC is expected to shorten his stay possibly to a month. The conference itself is expected to run from two to three months, starting Feb. 1.

With the projected new broadcast allocations the most important matter of business before the FCC, Commissioner Craven's absence may result in a delay in promulgation of the new rules which would open the way for the frequency shifts. He was chairman of the U. S. Delegation to the Inter-American Radio Conference in Havana late last year and is the major author of the allocations plan. It is presumed he will work on these projected new rules while en route to Cairo in the hope that they will be ready for promulgation either before or coincident with his return from the conference, expected in early March.

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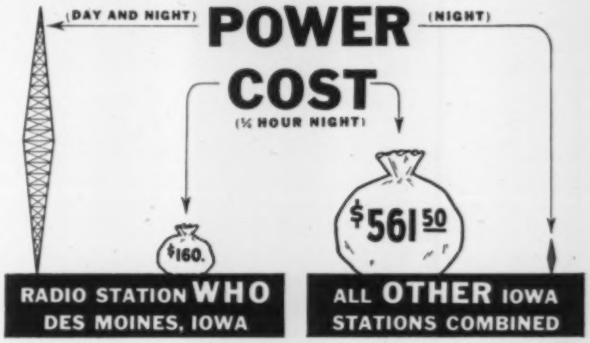
BIG,

YES! — — BUT HELPFUL!

THE extent to which big WHO is helpful to advertisers can all be summed up in one small statement:

Station WHO carried over 4200 hours of commercial time in 1937 — an average of sixty-seven advertisers per day! More than half of this time went for *spot* broadcasts — *many* of them written and produced right here in our own studios!

If you are considering a schedule in Iowa Plus, get the facts about WHO. The chart at the right gives the facts about power and cost in Iowa. The *rest* of the story gives WHO just about that same relative leadership, too!



WHO operates on a clear channel, at 50,000 watts, full time. The combined nighttime power of all eleven other commercial stations in Iowa is 6,400 watts. . . The cost-figures speak for themselves.

WHO *for* IOWA-PLUS

DES MOINES — 50,000 WATTS

J. O. MALAND, MANAGER . . . . . . FREE & PETERS, INC., REPRESENTATIVES

Sales Group Plans Regional Meetings

Second Convention Proposed Prior to NAB Gathering

CARRYING OUT plans adopted by the Steering Committee of the Broadcast Sales Directors (formerly NAB Sales Managers' Division) at a meeting Dec. 16 in Chicago, L. H. Avery, chairman of the reorganized group, has issued a call to 15 district chairmen proposing that they hold meetings preparatory to an annual session coincident with the NAB convention in Washington next month.

He suggested that the districts hold their first meetings during January and that the second annual convention of the Sales Managers' Group be held at the Willard Hotel, Washington, Feb. 13—the day before the 16th NAB annual convention opens.

There are approximately 50 stations in each of the districts and district chairmen were asked to rally sales directors for the session as a part of the NAB effort to improve sales standards generally. He suggested that each district plan to hold at least two one-day meetings during 1938. A registration fee of $2 per sales executive per district meeting would defray the cost of clerical help and other incidentals.

Topics of Discussion

Suggested agenda for the meetings included the pros and cons of compensation of program and transcription production companies; compensation of salesmen; distribution of compensation between national representatives and local salesmen; detailed consideration of rate structure, including units of sale, frequency discounts, time, hour or dollar discounts, contiguous rates, charge for special announcement on network advertisers' time, and related problems. Under the heading "Sales Problems" were included 12 topics such as salesmen's working conditions, new ideas, salesmen's reports, analysis of calls per day salesmen make, sales promotion, contests for new ideas, selling new ideas, department store sales, specialty shop sales, small retail accounts, local musicians, and standardized units of sales.

The District Chairmen appointed by Mr. Avery and the Steering Committee are:

District No. 1, William W. Warner, WAAB, Boston; District No. 2, Charles F. Phillips, WFBL, Syracuse; District No. 3, Jack Hammond, KYW, Philadelphia; District No. 4, Purnell Gould, WFBR, Baltimore; District No. 5, Maurice Coleman, WATL, Atlanta; District No. 6, to be selected; District No. 7, E. Y. Flanigan, WSPD, Toledo; District No. 8, William R. Cline, WLS, Chicago; District No. 9, J. Leslie Fox, KMBC, Kansas City; District No. 10, K. W. Husted, WCCO, Minneapolis; District No. 11, Frank Bishop, KFEL, Denver; District No. 12, O. L. Taylor, KGNC, Amarillo; District No. 13, to be selected; District No. 14, Fred Palmer, KOY, Phoenix; District No. 15, Charles D. Couche, KOIN, Portland.

Crosley in Kitchen

CROSLEY DISTRIBUTING Corp. at a dealer's convention recently held in Chicago, announced it is building many of its Shelvador Electric refrigerators with radios because research has revealed that housewives spending 60% of their working time in the kitchen like to have their radios nearby.

Ferrin Belittles Plans For Limited Commercials

Mr. Ferrin

THE problem of commercial program content cannot be solved for either listener or sponsor by limiting commercials to 10% or less of program time, according to a statement Jan. 8 by Frank Ferrin, new radio director of Henri, Hurst & McDonald, Chicago.

"Limitation is obviously not the answer, since commercials may perform several different functions," Mr. Ferrin said. "Some are merely reminders of a product with which the listener is already thoroughly familiar. Others are required to do a real selling job. Where one sort may need only 5% or less, others, which define and describe, must have more. This agency maintains that it is possible to handle commercials so as to make them an integral part of the entertainment. Clever and ingenious script writing, plus common sense and an intelligent understanding of the purpose of the particular commercial, will inject that human touch that makes the listener want to buy."

Mr. Ferrin admits frankly that many radio commercials are open to criticism for being too long, over-enthusiastic, cloying, dull, or repetitions. "But it does not necessarily follow that the selling feature of a sponsored broadcast need be tiresome or lacking in humor or interest," he said.

Periodical Group Plans To Combat Radio Inroads

PERIODICAL PUBLISHERS Association, trade association representing a group of national magazines is making plans to combat purported inroads of broadcast advertising.

The organization, it is understood, is seeking an outstanding figure to become paid executive and to broaden the scope of the group, which heretofore has confined itself largely to credit matters.

The Association is said to be seeking funds to promote the use of national magazine advertising, presumably in an effort to offset the more widespread use of radio, and to bring about a closer control of magazine copy by self-regulation. A number of outstanding figures in the publication field are said to have been approached in connection with the post of paid president of the group.

KGKO Plans for Move Into Dallas-Fort Worth Area During Early Spring

Mr. Hough

Mr. Kahn

THE Dallas-Fort Worth area will have a new regional broadcasting station on or about May 1 under the FCC's recent decision clearing the way for removal of KGKO, Wichita Falls, to a point midway between Dallas and Fort Worth and authorizing an increase in its power. The station will operate with 5,000 watts day and 1,000 nights on 570 kc., and will be licensed to Amon Carter, publisher of the *Fort Worth Star-Telegram* and owner of WBAP, Fort Worth.

The call letters will be retained, and Darrell A. Kahn, present KGKO manager, will continue as business manager of the new station under Harold V. Hough, WBAP general manager. C. B. Locke, KGKO chief engineer, will also move into Fort Worth with the station. Mr. Hough reports that a new 5,000-watt RCA transmitter has been ordered together with Blaw-Knox radiators. Studios are already under construction on the top floor of Fort Worth's Medical Arts Bldg.

Mr. Kahn on Jan. 10 opened an office in that building and will aid in directing the preparations for the new KGKO.

When KGKO becomes a Fort Worth-Dallas outlet, it will immediately be linked to the NBC-Blue network. WFAA, Dallas, and WBAP, Fort Worth, which share the 800 kc. clear channel with a common transmitter of 50,000 watts will become basic NBC-Red. WFAA is owned by the *Dallas News*, and there have been reports that it might buy out WBAP but these are unverified.

Hudson's New Car

HUDSON MOTOR CAR Co. announced on Jan. 4 that it was going into production at once on a new low-priced car to be known as the "Hudson 112." The car is built on a 112-inch wheelbase, and sells in a price class about competitive with Ford, Chevrolet and Plymouth. Advertising on the new car is being delayed until dealers are stocked, with first national effort tentatively indicated for early February. The outlook is that the "112" will be heavily promoted on the *Hobby Lobby* show of Hudson over CBS. Spot announcements are also being planned, but no definite releases on time have yet been made. The agency is Brooke, Smith & French, Detroit.

To Revive Disc Series

STERLING PRODUCTS Inc., New York (Haley's M-O, Danderine), expects to resume *Way Down East* soon, using WBS transcriptions five days a week on about 15 stations. Agency is Blackett-Sample-Hummert, New York.

TWO NEW LOCALS GRANTED BY FCC

A NEW station in Athens, Ga., and another in Hobbs, N. M., both locals, have been authorized by the FCC among the first cases decided by the full Commission since the abolition of divisions. The new Athens station, to be known as WGAU, replaces the old WTFI, which was authorized last year to move into Atlanta where it is now being operated by the *Atlanta Journal* as WAGA. The New Mexican station will be known as KWEW.

Licensee of the Athens station will be a partnership comprising J. K. Patrick, local druggist; Earl B. Braswell, publisher of the *Athens Banner-Herald;* A. Lynne Brannen, former manager of WTFI, who will manage the new WGAU; C. A. Rowland, local seed merchant, and Tate Wright, attorney. It will operate with 100 watts night and 250 day on 1310 kc.

Licensee of the Hobbs station will be W. E. Whitmore, owner and manager of KGFL, Roswell, N. M. The station will operate with 100 watts daytime on 1500 kc.

Oak Park, Burlington Stations Denied by FCC

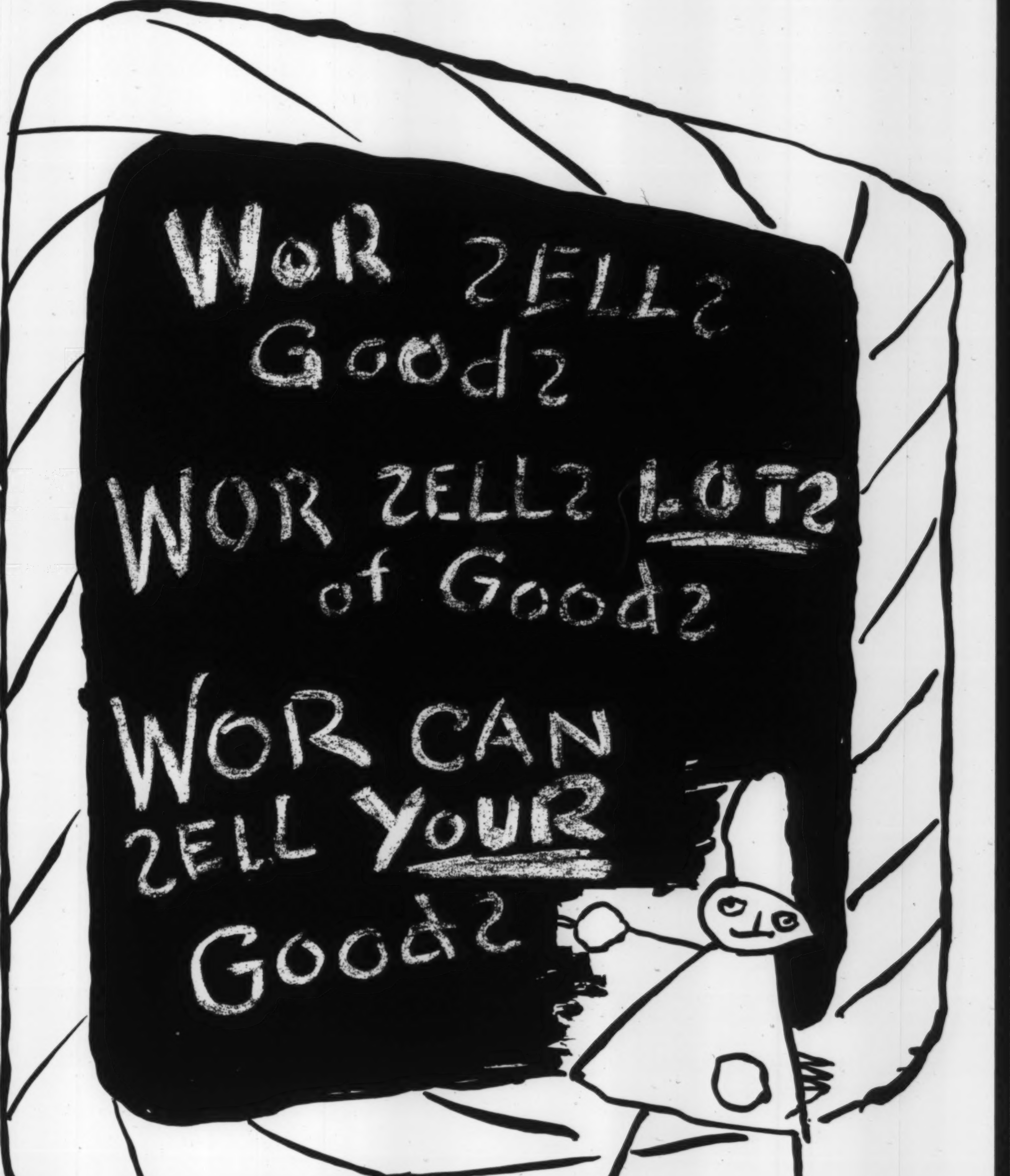
APPLICATIONS of Robert Raymond McCulla, Chicago newspaperman, for authority to erect a new 100-watt daytime station on 1500 kc. in Oak Park, Ill., and of Leon M. Eisfeld for authority to erect a new 100-watt station on 1310 kc. in Burlington, Ia., were denied by the FCC in formal actions Dec. 31. In the former case, the FCC sustained an examiner's report recommending against the grant, the Commission finding the applicant not financially qualified and no sufficient showing of public need for a new station in Oak Park. The Eisfeld application was denied as in default.

Application of Geraldine Alberghane for a new 1,000-watt daytime station on 720 kc. in Pawtucket, R. I. was also denied as in default. In addition, the Commission denied the application of WHOM, Jersey City, for authority to increase its power from 250 watts full time to 1,000 watts day and 250 night, holding that such a power boost would interfere with WSAR, Fall River, Mass., operating with 1,000 watts on the same frequency (1450 kc.).

P & G Tests Script

PROCTER & GAMBLE Co., Cincinnati, is testing *Across the Breakfast Table,* comedy script act, on three stations for Ivory Soap. Program, which has been sustaining for the past year on KMBC, Kansas City, began under Ivory sponsorship on that station Jan. 3, and will start by transcriptions on KYW, Philadelphia, and WGR, Buffalo, Jan. 17, on a quarter-hour, five days a week schedule. The program is written and acted by Margaret Heckle and Neal Keehn, who originated it when they were at WCLO, Janesville. Later it was on Affiliated network before going to KMBC.

DAYTIME power increases from 100 watts to 250 watts on Jan. 5 were granted by the FCC to KONO, San Antonio, and KLAH, Carlsbad, N. M.


WOR SELLS GOODS
WOR SELLS LOTS of GOODS
WOR CAN SELL YOUR GOODS

What's Klingtite? Ask Anyone in the Los Angeles Region

Can't Make It Fast Enough to Meet Radio-Created Demand

By WALTER McCREERY

Sales Manager,
Allied Adv. Agencies Inc., Los Angeles

"WHAT is Klingtite?" asked desperate husbands whose wives suggested its use for mending everything from an easy chair to a pair of corduroy pants. No wonder they didn't know what Klingtite was! No one did a few months ago except the chemist who developed the formula and decided it was a superior waterproof adhesive for cloth, canvas and fabrics in general.

That was the time Klingtite Products Co. of Hollywood, manufacturers of the product, came to us. The organization had never advertised and had a limited budget for its campaign. It wanted to exploit this unusual product to the best advantage. Spot announcements didn't suit, so it was decided to pool the budget in a popular participating program. We chose Fletcher Wiley's *Housewives Protective League*, a late afternoon half-hour of philosophy heard five times weekly on KNX, Hollywood. Our choice met with the sponsor's approval, but Wiley first had to know whether the product was all we claimed for it—he recommends his sponsors with a religious fervor and he sells merchandise.

And Then the Demand

After thoroughly investigating, Wiley was "sold". He accepted the account on his program. To introduce Klingtite to listeners a sample bottle was offered in exchange for the name and address of a store where purchase had been attempted but the product was not stocked. Several thousand samples were thus given away and the sponsor in return received as many names of stores who had already been contacted by the listener and were in direct line for sale. So great became public interest, aroused by the daily broadcast, that leading Southern California stores that had refused to stock Klingtite were forced by consumer demand to add the merchandise to their list. And that was against the competition of 25 competitive adheasives on the market.

In the first 15 weeks of promotional development by use of radio exclusively, Klingtite increased its sales 850% and it is still growing. Klingtite Products Co. was forced to cancel its radio campaign after 17 weeks because the demand for the product became greater than the supply. It later was resumed on the *Fletcher Wiley* program, after a two months lay-off. In the meantime the firm is rushing plans for a new building and plant for increased production, as leading motion picture companies in Hollywood find additional use for Klingtite in building canvas stage sets and applying wall board and insulation.

The success of this unknown and undeveloped account with a small budget is proof that radio merchandising demands a voice on the ether to pitch the commercial that is just as familiar as the characters of the program. It must be a character known to the audience and one whose words carry a guarantee, for the radio audience is smarter today than it was five years ago. Also, placement of spot announcements can be just as big a job as lining up a half-hour show if the job is to be well done . . . and it cannot be denied that the account which buys spot today, properly handled, will buy half-hour shows next year.

Stations would do well to create participating periods to be handled by an outstanding radio character and exercise care in accepting only accounts which can be honestly recommended and guaranteed by the station.

Program Preview

DEVICE for audience building patterned after the motion picture theater trailer, planned by John Harvey of Blackett - Sample - Hummert, Chicago, was used on WTMJ, Milwaukee, a few days before the national premiere of *Those Happy Gilmans*, new script show being tested on WTMJ for General Mills. The agency bought five minutes of time and a preview of the show was presented. After due build up by an announcer the cast did about four minutes of script from the serial.

Court Refuses to Rule On Broadcasts of Trials

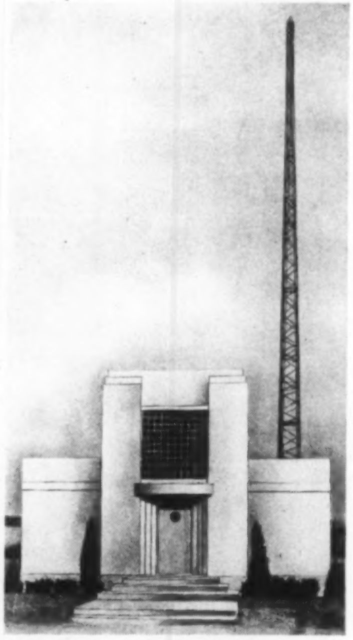
DECLINING to rule on the propriety of broadcasts of court trials, the Oregon Supreme Court on January 4 affirmed a ruling of the lower court dismissing a $75,000 libel suit growing out of remarks made during a murder trial which was broadcast over KFJI, Klamath Falls, Ore. Mrs. Josephine Irwin had claimed her reputation was damaged when defense counsel broadcast his closing arguments to the jury in the murder trial of Marion Meyerle. The Supreme Court pointed out that the American Bar Association "frowns" upon courtroom broadcasts but said it was a matter for the determination of the trial judge.

Tampans Buy WLAK

SALE of controlling interest in WLAK, Lakeland, Fla., to David E. Smiley and Ralph Nicholson, publishers of the *Tampa Times*, which owns WDAE, Tampa, was announced Jan. 4 by J. P. Marchant, Lakeland attorney who formerly controlled the 100-watt station on 1310 kc. The amount paid and the proportion of stock involved was not disclosed. The sale deal will require FCC approval. Mr. Marchant owns 50 shares of the licensee Lake Region Broadcasting Co.'s common stock, with 18 shares owned by D. J. Carey, merchant of Eaton Park, Fla., and 16 shares by D. B. Rawls, of Lakeland.

BECAUSE of the many odd names of towns and points of interest in Wisconsin, Bob Heiss, announcer of WTMJ, Milwaukee, has compiled a special pronouncing gazetteer for staff members to study.

New Home of WBRE



100%-100-WATTER—Here is the modernistic transmitting house and Lehigh vertical radiator of WBRE, Wilkes-Barre, which on Jan. 30 joins NBC as an optional Red or Blue outlet.

WBRE, in Wilkes-Barre, Joins NBC as Optional

WBRE, Wilkes-Barre, Pa., joins the NBC Network as an optional Red and Blue outlet Jan. 30 under an affiliation agreement worked out with the network Jan. 5 by Louis G. Baltimore, owner and general manager of the station. Having recently installed new equipment, including a new vertical radiator, WBRE operates on 1310 kc. with 100 watts. Commercial manager of the station is S. R. Baltimore.

WBRE is the first station to affiliate with NBC since the turn of the new year. It is the 144th station to join NBC, 41 stations having affiliated during 1937.

WBRE moved its transmitting facilities to Kingston, Pa., last fall, housing them in a modernistic building. A new vertical radiator, constructed by the Lehigh Structural Steel Co., 180 ft. in height with a substructure of 20 ft., was installed. The RCA transmitter is installed on the second floor of the building, with the first floor containing emergency living quarters for engineers and a modern workshop. The cost of the transmitter move was approximately $20,000 including the site. Studios are located at 16 N. Main St., Wilkes-Barre, Pa. and were recently modernized.

In addition to Messrs. Louis G. and S. R. Baltimore, other officials of the station include Franklin D. Coslett, program director; A. C. Baltimore, another brother, merchandising and promotion manager; Charles Sakoski, chief engineer, and William C. Phillips, chief announcer.

STAFF COMPLETED BY KARM, FRESNO

LINKING with CBS on the day of its opening, Jan. 15, the new KARM, Fresno, Cal., has completed its staff headed by Lou Keplinger as manager and commercial manager, according to George Harm, local Don Lee distributor of Cadillac, La Salle and Oldsmobile cars who is licensee of the station authorized by the FCC for construction last July. Mr. Keplinger is former manager of KVOR, Colorado Springs.

Dick Wegener, formerly with KHJ, Los Angeles, and KTMS, Santa Barbara, has been named program director, and John Scales, formerly with KFWB, Hollywood, is chief engineer.

The station was to be greeted with a CBS dedicatory program as it went on the air with 100 watts full time on 1310 kc. Its studios and offices are located in the Harm Bldg. in downtown Fresno, to which an additional story was built to accommodate them. Transmitter building and a 265-foot vertical radiator are located three miles east of Fresno; RCA equipment has been installed throughout.

Simultaneously KROY, Sacramento, Cal., joined the network and WBRK, Pittsfield, Mass., will become a CBS affiliate Feb. 1.

KOVC Sold by Bairey; Plans to Start KFAM

WITH an RCA transmitter and Truscon radiator ordered, the new KFAM, St. Cloud, Minn., authorized last July to operate on 1420 kc, will go on the air sometime in April, according to George R. Bairey, who will be the station's manager. Mr. Bairey, chief owner of KOVC, Valley City, N. D., which he founded in the fall of 1936, has applied to the FCC for authority to transfer his controlling stock in KOVC largely to the group of local merchants now holding minority interests.

Mr. Bairey announced that Robert B. Witschen has been named to the engineering staff but other positions as yet remain unfilled. Studios and offices will be located in the Grand Central Hotel, St. Cloud, with sound treatment and design by Johns Manville. The station will be licensed to the *St. Cloud Times*, whose publisher is Fred Schilplin, Federal Housing Administrator for Minnesota and North Dakota and candidate for Governor of Minnesota.

New Series for Luckies

AMERICAN TOBACCO Co., New York (Lucky Strike) has started *Melody Puzzles* on an NBC-Blue network of 66 stations, after a 10-week test on WOR, Newark, and WNBF, Binghamton. The program continues on WOR in addition to WJZ. Agency is Lord & Thomas, New York.

Tareyton Test

AMERICAN TOBACCO Co., New York (Herbert Tareyton cigarettes), on Jan. 10 started *Treasury of Music* on WQXR, New York. Program, heard Mondays and Fridays at 8:30-9 p. m., consists of recordings of classical music. Agency is L. H. Hartman Co.

Forbes
BROOKMIRE INCOME MAP
Graphic Indicator of Nationwide Sales Prospects and Credit Outlook
Income Outlook Continues Favorable
Babson's Reports
Roosevelt's Building Drive
POOR'S MANUAL
for BANKERS AND BUSINESS
FITCH
PUBLISHING CO., INC.
JOHN K. FITCH, PRESIDENT
STANDARD CORPORATION RECORDS
A-B

Oklahoma is Number One Sales-spot — FORBES

Prospects for Oklahoma best in country — BROOKMIRE

Southwest offers best opportunities for expansion—BABSON

Southwest ranks as above-average sales territory — POOR'S

Southwest business holding up better than other sections—FITCH

Southwest to do better than average in 1938—STANDARD STATISTICS

OKLAHOMA—Brightest Sales-Spot in the Nation!

Six leading authorities say: "Go ahead with sales efforts in Oklahoma"

• Oklahoma goes into 1938 with a heavy carryover of farm cash after the best farm year since 1931. The outlook for agricultural income in Oklahoma for 1938 may up last year's record 40 per cent, according to Brookmire.

The Petroleum industry, backbone of Oklahoma prosperity, is acknowledged by all economists to be one of the most favorably situated lines for 1938. This year will see the largest demand for crude oil and refinery products in the history of the petroleum industry and Oklahoma will maintain its position as the nation's third largest supplier of crude oil.

These basic economic factors call for the favorable forecasts above . . . and justify expectations of sales executives for above-average sales in Oklahoma NOW and well into the new year.

By its outstanding production record, WKY has proved its ability to translate into sales Oklahoma's ability to buy.

WKY *Oklahoma City*

Representative—E. Katz Special Advertising Agency

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY

Selling Radio to Used Car Dealers

Air Promotion Viewed As Ideal Way to Move Autos

By LEW TRENNER
WCHS, Charleston, W. Va.

THE LOT of the used car dealer is a hard one, particularly if there happens to be a lot full of lonesome chariots vainly waiting for someone to come along with a checkbook. Lew Trenner, of WCHS, Charleston, W. Va., has been thinking about the used car dealer and his possibilities as a radio prospect. His thoughts have crystallized into the article that surrounds this bit of explanation. Lew is a brother of Harry Trenner, sales manager of WNBF, Binghamton, who contributed an article to the Sept. 1, 1936 BROADCASTING on how to sell radio time to department stores, public utilities and banks. The entire auto industry is placing emphasis on used cars for the time being, and recently Major Bowes has devoted most of his commercials to this phase of auto selling.

FROM many standpoints, the used car dealer is a client worth having on the books. Nationally, he can be of great influence in helping to land a show that the station could not get without his aid. Locally, he may easily be induced to spend much since he is used to thinking in much larger terms than the grocery store around the corner or the Main Street Shoe Shop. Best of all, however, you go into his establishment with the knowledge that the few facts that follow are on your side, and that if he may be reasoned with at all, he *must* use radio.

Few towns are so small that they do not have at least two or three automobile showrooms, with, of course, used car outlets of one sort or another for their trade-ins. Hence there is an ever-present competition in any community. This competition is spurred by the ever-increasing output of automobiles all over the country. When a new car is sold, a former old car user is remade into a new car user, but his old car remains an old car, and an old car user must be manufactured to buy it. Someone must be induced to buy a used car . . . probably not another man who already has a used car, so most logically, someone who has never had a car before. This is done through the power of suggestion, through advertising.

The Vulnerable Point

Admitting this, let's imagine that we have a really "tough one" to get by. How to go about it?

It is generally conceded that the used car dealer is a man who may be appealed to with bare "down-to-the-ground" arithmetic. All day and every day he employs his ability to bargain and barter to make the wheels of his business go round. If he lives in the city he will "review the situations" as they arise. If he lives in a rural community he will "figger and cal'late." But any way you look at it, he is open to some sort of proposition or other if it involves a deal to his advantage, so let's attack him from his most vulnerable point.

There are but two possibilities for him to display his wares. He operates a lot in the open, or he has a showroom either independent or attached to his regular showroom. In either case, it has been proven over the course of time that *it costs him about a dollar a day to keep the cars.* If he operates an indoor showroom, rent is higher and it must be heated but upkeep on the cars is lower. If he operates a lot, rent is negligible, but the weather takes it out on the paint job, tires, and batteries, to say nothing of a night watchman or a man to take them in and out of the garage. Even a "jalappie" worth $50 cannot be sold unless it takes up some display room somewhere and enough gas must be kept in the tank to take it up and down the ramp. Insurance is needed on everything he owns.

This price of a dollar a day (it is frequently much more) is absolutely inescapable. It is common knowledge to any used car dealer and takes in the cost of rent, salesmen, motor check at the time of sale, minor replacements such as tires, batteries, windshield wipers or broken glass, and most constantly NADA or Blue Book depreciation rates as the car grows older. In addition there are title transfer charges (usually carried by the dealer), and the bookkeeping involved, a touch of paint here and there, and perhaps 6% of the value of the car to the finance company that carries his used cars for him.

After thirty days, the boss will offer a bonus to the salesman that sells a car that has had no attention from the buyers. After 90 days he will take as much as a 50% loss, especially on an outdoor lot in winter time, and after four four months he must finance the car himself for the finance company will call the loan on that car on the basis that it is a "white elephant" and what was merely interest becomes a real financial burden or goes up the river for scrap at a complete loss.

But that isn't all that it costs a used car dealer to hang onto his discarded chariots!

Looking on the other side of the ledger we find that the capital he has invested could be making quite a lot for him if invested at a profit instead of at a loss.

A local dealer tells me that although his used car stock is small, and although he has bought wisely, his 100 cars represent an investment of about $30,000 (the average is about $300), and that he spends 6% of this for finance charges. If this money could be put into "new car paper" his gain on that size investment could be very gratifying, but his credit limit at the finance company is set for him, and his capital prevents him from expanding of his own accord. He is stymied.

"New car paper" is a term applied to the conditional bills of sale or leases on which new cars are sold.

If he uses a finance company on these transactions, he makes from $10 on a Ford, Chevrolet or other low priced car, to $20 on a Cadillac, Cord, or other high-priced car as his share of the finance companies' profits, and for helping to consummate the transaction.

If he finances the whole deal himself he stands to realize a tidy sum on the investment once more. After adding the cost of insurance and accessories to the car, he gets 6% of the whole sum each month

MR. TRENNER

rather than 6% of the monthly balance. This means an average of 11% return on his money annually. In either of the above cases he is prevented from making but is required to lose if his money is tied up in used cars.

When Radio Comes In

Most used car dealers use what is commonly called classified display in the newspapers. Here they overlook two important points. As we have noted, a used car dealer must be created from a former non-car owner, and there is slim chance that he will be looking in the classifieds for something that should be sold to him aggressively. He must be made used-car conscious and will not look for a car voluntarily in a classified page. Then again, the women, who have much to say in the purchase of a car, hardly ever read the classifieds, but may be depended upon to hear the radio set almost all day.

Spot announcements, with or without sound effects, may be successfully employed to sell a car that begins to look as though it were lagging. A daily "flash" will generally stimulate interest in such a car. Radio canopies on used car lots make the daily feature car stand out and attract attention. An old Jalappie plugged for $5 in fun attracted such a crowd of curiosity seekers that when the crowd dispersed, three good sales had been made, and the "tin can" went to a high school kid.

Try walking around his lot and counting his losses for him. He undoubtedly is conscious of the above conditions but he frequently loses sight of them and should be reminded that a little invested in radio might easily change the balance from loss to profit. If he is using newspaper, don't try to break him from it, but show him that you offer another potential and unexploited market that it will pay him to use. Point out the fact that used cars are sold most in outlying sections where printed media cannot be profitably delivered. If all that doesn't work, try his next door neighbor and write to Dorothy Dix about him.

Hockey Sponsor

ST. LAWRENCE STARCH Co. Ltd., Port Credit, Ont. (Beehive Golden Corn Syrup), started two sets of interviews with hockey players just before big league games in Toronto and Montreal on Saturday nights on Jan. 1. The Toronto net is being handled by Wes McKnight as interviewer over CFRB, Toronto; CKOC, Hamilton; CFRC, Kingston; CKPC, Brantford; CKCR, Kitchener; CJCS, Stratford; CKNX, Wingham; CFPL, London; CFCO, Chatham; CFCH, North Bay; CKSO, Sudbury; CJIC, Sault Ste. Marie; CJKL, Kirkland Lake; CKGB, Timmins; CKTB, St. Catherines. The Montreal broadcasts are conducted by Cliff Butler over CFCF, Montreal; CBO, Ottawa; CHSJ, St. John; CHNS, Halifax; CKCW, Moncton; CFNB, Fredericton; CFCY, Charlottetown, and CJCB, Sydney. Agency is McConnell, Baxter & Eastman, Toronto.

Larus Moves to NBC

LARUS & BROS. Co., Richmond, Va., will transfer its *Alias Jimmy Valentine* program from wax to wires on Jan. 18, when this serial which has been broadcast on about 12 stations via World transcriptions for the past six months starts on a coast-to-coast NBC-Blue hookup. Bert Lytell, who played the lead in the recording series, continues in the same role on the network. Series advertises Edgeworth tobacco and is placed through Blackett-Sample-Hummert Inc.

Ramsdell Sees Boom

EXECUTION of the proposed national housing plan, entailing a proposed expenditure of 16 billion dollars in four years, would launch the greatest boom the radio industry has ever seen, declared Sayre M. Ramsdell, vice-president of Philco Radio & Television Corp., Philadelphia. A housing boom, he added, would reverse the public's present mental state and establish a premium on newness as well as creating a huge demand for new radios to match new homes.

Jack Benny on 110

JACK BENNY's Sunday evening program for Jello is broadcast on 110 stations affiliated with the NBC-Red network. Beginning Jan. 1, three U. S. stations were added and 23 Canadian stations joined the network for Benny's program.

AN AGREEMENT was concluded Dec. 30 whereby the Canadian Broadcasting Corporation will carry the NBC Toscanini concerts. The addition of CBC's 33 outlets brings the total number of stations airing the NBC symphony concerts to 182.

MURRAY GRABHORN

PEGGY STONE

NAYLOR ROGERS

BOB HOWARD

HOWARD ESARY

Introducing...

INTERNATIONAL RADIO SALES

(A DIVISION OF HEARST RADIO, INC.)

A firm of national representatives organized to render an improved type of service to a selected group of stations. A discussion of this new departure in the field of station representation will be welcomed . . .

MURRAY GRABHORN
General Manager, New York City

NAYLOR ROGERS
Manager, Chicago

BOB HOWARD
Manager, Detroit

JOHN LIVINGSTON
Manager, San Francisco

PEGGY STONE
Director, Station Relations
New York City

HOWARD ESARY
Manager International Radio Productions
Hollywood, California

Now Representing:

WCAE . . . *Pittsburgh*
WBAL . . . *Baltimore*
WISN . . . *Milwaukee*
KOMA . *Oklahoma City*
KTSA . . *San Antonio*
WINS . . . *New York*
KNOW . . . . *Austin*
WACO . . . . . *Waco*
KEHE . . *Los Angeles*
KYA . . *San Francisco*

Robert Jennings Named As Assistant Manager of WLW, WSAI by Shouse

APPOINTMENT of Robert G. Jennings, executive of Crosley Radio Corp., as general sales manager of WLW and WSAI and assistant general manager of the stations, was announced Jan. 8 by James D. Shouse, vice-president and general manager of broadcasting activities of Crosley. Mr. Jennings, who has been a vice-president of the company for some time, formerly served as assistant manager of WSAI and afterwards as production and program manager.

Mr. Jennings

Mr. Jennings succeeds Frank M. Smith, who on Dec. 1 became general advertising manager of Gruen Watch Co., Cincinnati. He joined Crosley in 1935 as WSAI sales manager, and has had wide experience in sales, merchandising and programming. He was appointed WSAI manager March 1, 1937, and later that year became program manager of both WLW and WSAI.

Mr. Shouse said that Mr. Jennings' appointment, coupled with the recent designation of Transamerican Broadcasting & Television Corp. as exclusive national representative of the stations, presages "an aggressive and comprehensive future sales policy of WLW and WSAI, in which the field of merchandising and sales service will be considerably broadened."

The Jennings' appointment follows closely the appointments by Mr. Shouse of Robert E. Dunville as manager of WSAI, and of Chester Herman, theatrical authority, as program consultant of the two stations.

WBEN Seeks 5 Kw.

FIRST of the applications to be filed in anticipation of horizontal increases in power of regional stations to 5,000 watts at night in keeping with the terms of the agreement reached at the Inter-American Radio Conference in Havana in latter 1937 is that of WBEN, Buffalo. In an application made public Jan. 4 the station asked for modification of its license to operate with 5,000 watts day and night on its 900 kc. channel. Present FCC rules limit night regional power to 1,000 watts, but it is understood these will be revised shortly to provide for maximum 5,000-watt power on regionals and an increase in top night power of locals from 100 to 250 watts.

Wisconsin Net Adds

FOUR more Wisconsin stations have signed contracts for affiliation with the Wisconsin Radio Network, according to an announcement Jan. 5 by Rev. James A. Wagner, of WHBY, Green Bay. The new stations are WEMP, Milwaukee; WHBL, Sheboygan; WCLO, Janesville, and WOMT, Manitowoc. The basic stations of the network are WHBY, Green Bay; KFIZ, Fond du Lac, and WIBU, Poynette. They have been operating as a network since Sept. 1, 1937.

CROSLEY CAMERA CURRENTS—At left is Robert E. Dunville, who has assumed management of WSAI, Cincinnati, under James D. Shouse, vice-president of Crosley Radio Corp. in charge of that station and its big sister, WLW. In center are Mayor James G. Stewart of Cincinnati, congratulating Mr. Shouse upon the dedication Jan. 3 of WSAI's daytime power increase to 5,000 watts, after the Mayor had participated in the ceremony. At right is Chester Herman, theatrical authority named by Mr. Shouse as program consultant of the Crosley stations.

Sponsored Home Games Will Start in Washington

HOME games of the Washington Senators baseball team, hitherto not broadcast, will be carried on WJSV, Washington, during the 1938 season with Arch McDonald giving a play-by-play description under sponsorship of General Mills. In previous years the club refused to permit broadcasts of home games but experience of other teams is believed to have induced Clark Griffith, president, to lift the ban. As in past years, McDonald will announce telegraphic play-by-play descriptions of out-of-town games. In addition he will be on the air with a daily quarter-hour evening commentary for Tidewater Associated Oil Co., New York.

Kellogg Co., Battle Creek, will sponsor the 77 home games of the Philadelphia Athletics on WFIL, the first time the station has aired major league baseball. Auditions will be conducted to select an announcer. N. W. Ayer & Son, Philadelphia, is the Kellogg agency.

WOR Personnel Shifts

WOR, Newark, announces the following changes in personnel of its sales department effective Jan. 15. Jerry Danzig, formerly of the WOR special features division, has been named commercial program manager to replace John Bates who has resigned to establish a production agency. Alvin Josephy, formerly of the *New York Herald Tribune*, will succeed Danzig in the special features division. Jack Lowe, formerly of the sales staff of the *New York Times*, and James Fishback, formerly of the *New York Sun*, has joined the WOR sales department. John Nell, formerly of the Talon Inc., New York, has joined the sales staff of WOR to succeed Edwin Clapham who has joined Harlan Logan Associates, New York.

Crowell Testing

CROWELL PUBLISHING Co., New York (*Country Home* Magazine), on Jan. 17 will start five-minute live programs on three stations, KFRU, Columbia, Mo.; WNAX, Yankton, S. D.; and KMA, Shenandoah, Ia. The programs, composed of excerpts from the magazine, will be heard five days a week, and are placed direct.

WHO's Own Line

RATHER than hook up with NBC for the Rose Bowl game at Pasadena on New Years Day, WHO, Des Moines, by special arrangement with Warner Brothers, had its own line from KFWB, Hollywood, so that Ronald (Dutch) Reagan might broadcast the play-by-play and descriptive. Reagan until recently was WHO's ace sports announcer. He went to Hollywood a few months ago under a Warner contract to play in pictures. The Pasadena-Des Moines line cost WHO more than $1,600.

Beer, Wine and Liquor Sponsorship is Opposed

REGULATIONS forbidding advertising of distilled spirits, wine or malt beverages on the air were advocated Jan. 4 by W. S. Alexander, administrator of the Federal Alcohol Administration, in the annual report to Congress. Advertising in Sunday magazines or newspapers carrying Sunday date lines also should be prohibited, he recommended, as well as any advertising matter concerning the sale of liquor in newspapers, periodicals or circulars disseminated by mail containing pictures, drawings or carricatures of women or children or religious objects or insignia, or barroom scenes. In addition the recommendation covered advertising referring directly or indirectly to the value of alcoholic beverages, either as a medicine, tonic, or food.

Cosmetic Test

DON-O-UTH Cosmetics Sales Distributors, Los Angeles, (cosmetics), after a four-week spot test on KRKD, that city, on Jan. 10 started a thrice-weekly quarter-hour live-talent program, *Jeanne Hirsch & Her Charm School of the Air*, on KFAC, Los Angeles. The firm has confined its advertising exclusively to newspapers and class publications and if radio proves satisfactory, will extend activities to include other Southern California stations, placing direct.

JOINT COMMITTEE CONTINUES STUDY

RECEIPT of $20,000 — $10,000 contributed by CBS and a like amount by NBC — enables the Joint Committee on Radio Research to continue its work for another six months. Decision to carry on the task of collating the data on rural set ownership and listening habits collected during the fall was made at the committee's last meeting on Dec. 9 (BROADCASTING, Dec. 15), but the problem of raising enough money to meet necessary expenditures had not been settled at that time.

Work on extending the figures obtained to give estimated state totals is now proceeding rapidly, and these figures may be ready for release before the end of the month, provided they meet with the committee's approval. Since some of the findings are understood to be at variance with those of the Gallup and *Fortune* surveys [BROADCASTING, Jan. 1], there is a possibility that further calculations will be made before releasing the results, to insure the utmost accuracy by verifying the procedure at every point.

The technical subcommittee which is applying the pre-determined formulas for converting their sample figures on set-ownership into estimated state totals is also studying the feasibility of a further breakdown by counties. These latter figures, however, will not be available until late spring or early summer, if it is decided to bring them out. The subcommittee is also examining the data collected in listening area tests conducted in five counties: Marion County, Ind., (containing Indianapolis); Cerro Gordo County, Iowa (containing Mason City); Lycoming County, Pa. (containing Williamsport); and two rural counties, Sabine, La., and Linn, Kans.

WWL Going to 50 kw.

WWL, New Orleans, plans to place in operation its new 50,000-watt transmitter about July 1, in pursuance of authority granted it to increase its power from 10,000 watts late last month, according to Vincent F. Callahan, general manager. The station, operating on the 850 kc. clear channel, is a CBS outlet. Hugh K. Boice, sales vice-president of CBS, announced Jan. 7 a new rate structure for WWL effective immediately in anticipation of the power increase. He estimated that approximately a half-million additional listeners would be reached with the increased power. The new base night rates are $375 per hour, $225 per half-hour, and $150 per quarter-hour.

WRVA 50 kw. Favored

GRANTING of the application of WRVA, Richmond, Va. for an increase in power from 5,000 watts to 50,000 watts full time on its 1110 kc. clear channel, was recommended to the FCC Jan. 8 by Examiner Robert L. Irwin. The station is a CBS outlet.

BILL WELLS, noted West Coast commentator, known for his *Sergeant Major Wells' Adventure Club*, has just finished a year's siege in the Veterans Hospital at Sawtelle, Cal. and has established the Wells Feature Syndicate at Alhambra, Cal.

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Feature

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A Studio Control Room—in the making

Pardon Our Delay!

When we signed contracts for the new WMCA studios and offices, the builder gave us his solemn word that he would make us a present of the completed job for Christmas.

But, as we've learned, builders and architects never go to Heaven on their good intentions.

Christmas has come and gone. Now, they tell us, it will be ready February 25th. Frankly, we have our doubts.

We hope the builders never read this ad. But confidentially, we think our opening broadcast will be some time during the first week in March,—we hope—we hope—we hope.

Meanwhile, we're going to Miss Primsey's Finishing School to polish up on our p's and q's—the atmosphere of the new studios is *so* grand!

NEW YORK'S
OWN STATION

WMCA

XUM

State Radio Group Formed by Illinois

Official Committee to Study Educational Broadcasts

ILLINOIS Department of Public Instruction, Chicago, on Jan. 4 set up a permanent radio committee and outlined a program to bring about a wider use of radio in Illinois public and high schools. C. H. Engle of the department staff was named head of the committee of five by John A. Wieland, state superintendent of public instruction.

For the time being, Mr. Engle said, the committee will accept the recommendations of the networks and individual stations and in turn will advise that these programs be heard by the school children. Later, when the committee has had an apportunity to study the present educational broadcasts, it will send out additional evaluations of programs.

The committee will launch a statewide survey to learn (1) how many schools have radios; (2) how large each school audience is; (3) what types of programs are listened to at present; (4) what suggestions teachers and school officials may have for revising the present educational broadcasts to meet their needs more adequately.

Supt. Wieland said: "We feel that education's place in radio is primarily one of utilization. The radio stations have gone to a good deal of expense and research in staging the programs, and it is the sentiment of the committee that its efforts should be focused on programs we now have and perhaps in suggesting changes."

In the 175 elementary and 19 high schools in Cook County (Chicago) the listening audience now comprises 51,000 students, and 12 additional schools are installing radio sets.

New Penn Network

A NEW regional network of Pennsylvania stations, to be known as the Pennsylvania Independent Broadcasters, is in process of organization and will replace the Quaker State Network, formed last year largely under the auspices of WFIL, Philadelphia. C. G. Moss, manager of WKBO, Harrisburg, is secretary of the new organization. Service is expected to start early in February to the following stations: WCBA, Allentown; WFBG, Altoona; WEST, Easton; WLEU, Erie; WKBO, Harrisburg; WAZL, Hazleton; WJAC, Johnstown; WGAL, Lancaster; WRAK, Williamsport; WRAW, Reading; WGBI, Scranton; WKOK, Sunbury; WBRE, Wilkes-Barre; WORK, York.

Brooks Pacific Plans

BROOKS, Los Angeles, statewide clothing company, which has not used radio in more than four years, on Jan. 3 started for 52 weeks a quarter-hour participation, five times weekly, in *Listen Ladies*, on KEHE, that city. Program is directed to call attention to the women's department, and features Ann Meredith, style authority, in personality talks. Concern anticipates increasing its radio activities by early spring to include other California stations. Stodel Adv. Co., Los Angeles, has the account.

BBC COMMERCIAL

British Listeners Get Treat In Wiring Mixup

SOME sort of a crisis occurred recently in London, when the British Broadcasting Corp. inadvertently broadcast a fragment of an American commercial program. Endeavoring to present *Broadway Matinee*, broadcast in this country at 3:30-4 p. m. by W2XE, CBS shortwave station, BBC took a test shortly after 3 p. m. and found the signal weak.

Engineers notified A. T. & T. they would require telephone service for "the 3:30 CBS program," and failed to indicate which one. Time being short, CBS was not told of the arrangement, and A. T. & T. picked up WABC's *Jenny Peabody*, sponsored by F. & F. Laboratories, Chicago (cough drops), whose agency is Blackett-Sample-Hummert Inc. Although it is impossible to say just how much of the program reached British ears, about seven minutes of it were broadcast to the United Kingdom including at least a part of the commercial announcements. Although reception was excellent, BBC is said to have told its listeners that conditions were not good enough and they were forced to abandon their American program.

Advertising Department Formed by WHK-WCLE

CREATION of a "station advertising department" for WHK and WCLE, Cleveland, to be headed by John T. Vorpe, former production manager, has been announced by H. K. Carpenter, vice-president and general manager. Mr. Vorpe's new duties include handling of all national and local advertising, sales promotion, special events, publicity, facsimile development, educational broadcasting, and booking office and lecture bureau. C. A. McLaughlin, sales manager of the stations, has resigned, Mr. Carpenter announced.

Mr. Vorpe

Other changes include appointment of Russell W. Richmond as program director of both stations, Mendel Jones, former program director, who 10 days ago was made program production manager, and Bev. Dean, former publicity manager, have resigned. The office of production manager has been abolished.

Hearing on KHUB Sale

HEARING will be held by the FCC Feb. 3 on the application of Anna Atkinson, who as executrix of the estate of the late F. W. Atkinson is licensee of KHUB, Watsonville, Cal., to transfer the license of the station to John P. Scripps, representing the publishing interests which recently purchased Mr. Atkinson's *Watsonville Pajaronian* and *Register*. Mr. Scripps' group, not connected with Scripps-Howard, also publishes the *Ventura County Star* and *Free Press* and the *Santa Ana Register*. In acquiring the newspapers, Mr. Scripps' group also bought KHUB but it is still being operated by Mrs. Atkinson pending FCC approval of the license transfer.

Penny at WBT

ROYAL E. PENNY, sales manager of WPTF, Raleigh, on Jan. 15 assumed a similar post on WBT, Charlotte, CBS-owned 50,000-watter. He succeeds Dewey Long, who has left radio for other fields. Richard H. Mason, general manager of WPTF, temporarily will double on sales. Mr. Penny has been in radio for five years—all with WPTF. During the preceding decade he was with the Commercial National Bank of Raleigh.

Mr. Penny

Plug Kendrick Is Named Head of West Virginia Net, Director of WCHS

D. E. (Plug) KENDRICK, onetime manager and part owner of WIRE, Indianapolis, has been appointed director of WCHS, Charleston, W. Va., and has also been designated as managing director of the West Virginia Network, according to John A. Kennedy, operator of the West Virginia network and its stations—WBLK, Clarksburg; WPAR, Parkersburg, and WCHS. He succeeds to the post vacated by Mortimer C. Watters, who resigned Dec. 1 and who early in January became director of WCPO, Cincinnati.

Mr. Kendrick

Earlier, Mr. Kennedy announced the appointment of Monte Meyer, formerly with KFAB, Lincoln, Neb., and lately with WPAR, Parkersburgs, as station director of WBLK, Clarksburg. General manager of WPAR is L. L. (Jake) Jacquier, formerly associated with Mr. Kendrick.

The West Virginia Network and its three stations, it was also announced, will be represented hereafter in the national field by the Branham Co.

M. C. Watters Is Named To Be WCPO's Manager

APPOINTMENT of Mortimer C. Watters, managing director of the West Virginia Network stationed at WBLK, Clarksburg, as general manager of WCPO, Cincinnati, was announced Jan. 12 by Jack R. Howard, president of Scripps-Howard Radio Inc., owners of the station. Mr. Watters fills a vacancy created by the resignation several months ago of William A. Clark, now manager of WIRE, Indianapolis. In addition to general management of the station, he also will direct activities of the commercial department.

Mr. Howard announced the transfer of William Kirkendale, sales manager of WCPO, to Memphis as sales manager of WMPS, another Scripps-Howard station. Mr. Watters has been in radio for the last six years, having been radio director of the Lewis Edwin Ryan Advertising Agency in Washington. Afterward, he became commercial manager of WHEC, Rochester.

Broadcasters Contribute To Democratic Campaign

AMONG contributors to the Democratic party during 1937, as reported Jan. 3 to Congress, was Dr. John R. Brinkley, former Kansas broadcaster whose station at Milford was deleted and who is now doing his broadcasting over XER, border station across from Del Rio, Tex., where he maintains his gland rejuvenation hospital. He is listed as having contributed $1,900. Several years ago Brinkley was a gubernatorial candidate in Kansas on an independent ticket.

Other contributors to the Democratic party included G. H. Halff, of San Antonio (the Halff interests operate WOAI), who gave $1,500 and Amon G. Carter, Fort Worth, publisher of the *Star-Telegram* and president of the interests operating WBAP and KGKO (which holds an authorization to remove from Wichita Falls to Fort Worth), who contributed $5,000. Jesse H. Jones, chairman of the Reconstruction Finance Corp., Texas' leading fiinancier and publisher of several Texas newspapers as well as owner of a number of Texas stations, was listed as a $10,000 contributor.

Contributors to the Republican party included A. W. Robertson, chairman of the board of Westinghouse, and Stanley Resor, president of J. Walter Thompson Co., each $1,000.

WCOA Sponsor Record Marks 12th Anniversary

WCOA, Pensacola, ran on a 24-hour schedule Jan. 1, to dedicate its new daytime power operation with 1,000 watts and also to commemorate its 12th anniversary. The station is a CBS outlet. Starting at midnight Dec. 31 and continuing until midnight Jan. 1, the station presented salute programs and with the exception of two CBS salutes the entire schedule was commercial. Continuous presentation of 23 hours of commercial programs is believed by the station to constitute a record.

A special radio edition was published by the *Pensacola News-Journal* with which WCOA is affiliated. The station has installed a new vertical radiator, modernized its equipment generally, and improved its studios. It operates on 1430 kc. with 1,000 watts daytime and 500 watts night, with studios located in the San Carlos Hotel. Henry C. Wells, Jr., is manager. WCOA is represented nationally by John H. Perry Associates, of which William K. Dorman is manager.

Greyhound on Don Lee

GREYHOUND LINES Inc., San Francisco (transportation) on January 9 started a series of 52 weekly quarter-hour studio programs, Sundays 10:15 a. m. (PST) on 19 stations of the Mutual-Don Lee network in California, Oregon and Arizona. The broadcasts, titled *Romance of the Highway*, a dramatic show featuring Commander A. W. Scott, originate at KFRC, San Francisco and are being produced by Richard Holman of the Rufus Rhoades agency who has been loaned to Beaumont & Holman for the series. The latter agency has the account.

George Harm Announces . . .

C B S **KARM** C B S

"The Voice of Central California"

IN

FRESNO

IS NOW OPERATING FULL TIME
AND IS READY TO SERVE YOU

★

NEW
—RCA Equipment Throughout.
—Studios and Offices.
—Audience in the Rich, Thickly-Populated San Joaquin Valley.

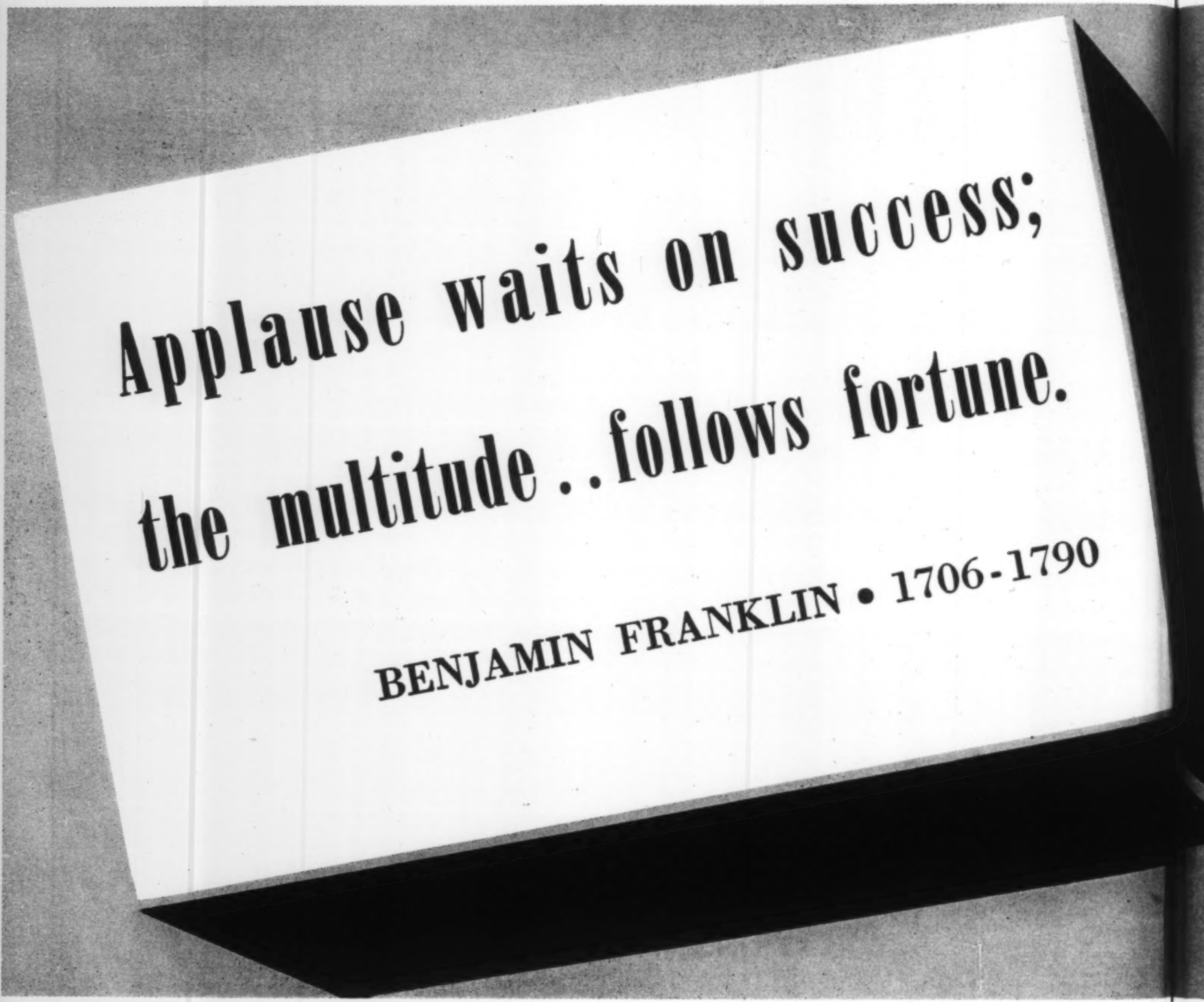
FOR COMPLETE RATES AND DATA WIRE COLLECT

LOU KEPLINGER, Manager (Former Manager KVOR Colorado Springs)

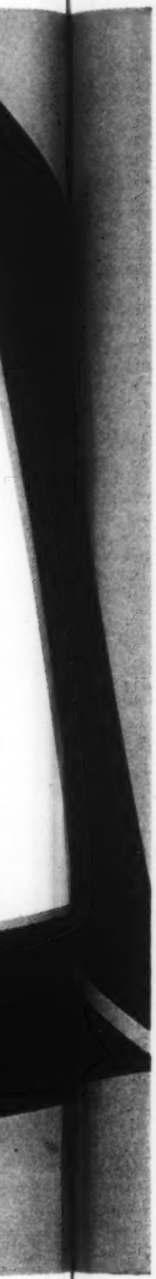
KARM

FRESNO, CALIFORNIA

"The Trading Center of the San Joaquin Valley"


Applause waits on success;
the multitude . . follows fortune.
BENJAMIN FRANKLIN • 1706-1790

Millions of pairs of hands will applau
throughout 1938. ● For the multitude
ful stations. ● For the advertiser wh
friends *his* friends during the coming



WSB	Atlanta	NBC
WAGA	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

plause stations every day and every night
de lo follow success—and these are success-
r whats to make these stations' multitude of
ing we suggest the use of spot broadcasting.

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

Educational Board Appointed by CBS

Will Aid in Formulation of Radio Program for Adults

IN ANNOUNCING formation of an Adult Education Board for CBS, William S. Paley, CBS president said, "Adult education has been one of the most vexed and controversial questions in radio. After long study and a good deal of experience, we at Columbia decided that a rightly constituted board of men and women, competent to deal with the problem and willing to devote enough time to it to be effective, could by working with us help to a degree to take the whole subject out of the realm of discussion and into the field of practical achievement."

Headed by Dr. Lyman Bryson, professor of education at Teachers College, Columbia U, and an executive committeeman of the American Association for Adult Education, the board of 13 prominent educators and professional people, plans to launch a series of educational programs in reserved evening hours after its first meeting in New York, Jan. 17 and 18. In surveying the results of similar boards cooperating with CBS in other fields, Mr. Paley commented: "We are adopting this democratic approach to solving the difficult problem of adult education over the air because such cooperation already has proved successful in other Columbia broadcasting activities. Columbia's *American School of the Air*, scheduling programs five days a week throughout the school year, in broadcasts designed to help school teachers vitalize their classroom schedule, has been directed by an advisory board of well-known educators since its organization in 1930.

Formal Education

"Similarly, Columbia's *Church of the Air* presents religious broadcasts in cooperation with advisory representatives of the recognized faiths and denominations. Columbia's programs for children are developed and produced in consultation with a child psychologist and a committee experienced in the work of child education.

"The extent to which formal education for grown people should find a place in balanced program schedules is one important question we must try by experience to decide. We need to find out more and more about the presentation of educational programs in such forms that multitudes will listen to them. We are relying upon our new board to give us invaluable guidance in arriving at a realistic concept so that educational programs, formal or informal, may all have some reasonable degree of coordinated plan and purpose."

Other members of the board are William Allen White, editor of the *Emporia* (Kan.) *Gazette*; Henry R. Luce, president of Time Inc.; Stringfellow Barr, president of St. John's College; William Benton, vice-president of Chicago U; Harry Woodburn Chase, chancellor of New York U; Robert I. Gannon, president of Fordham U; Alvin S. Johnson, director of the New School for Social Research; Ruth Bryan Rohde, former U. S. Minister to Denmark; Thomas V. Smith, professor of philosophy, Chicago U; George Edgar Vincent, former president of the Rockefeller Foundation; Ray Lyman Wilbur, president of Leland Stanford U, and Joseph H. Willits, dean of the Wharton School of Finance, Pennsylvania U.

Heads New CBS Board

DR. LYMAN BRYSON

Long Remote

WHEN the University of West Virginia played Texas Tech in a New Year's Day post-season game in the El Paso Sun Bowl, WMMN, Fairmount, W. Va., arranged for a 2,500-mile leased wire from KTSM, El Paso, and covered the game play by play. Jay Kelchner, WMMN manager, contacted Karl Wyler, KTSM manager, and the hookup was handled by KTSM without any hitches. WMMN not only was highly lauded for the service, which included a remote to a Charleston hotel where West Virginia alumni were gathered, but made the feature a revenue producer by securing the Monongahela System, public utility, as sponsor.

GLADSTONE MURRAY, general manager of Canadian Broadcasting Corp., is booked to answer questions and discuss policy with Canadian broadcasters at the annual meeting of the Canadian Association of Broadcasters at Ottawa, Feb. 7-8.

NAB Renews Its Plea to the Industry For $83,000 Fund Under Federal Plan

A FURTHER plea that broadcast stations contribute $83,000 to the Federal Radio Education Committee fund for improvement of educational broadcasting was made Jan. 7 by James W. Baldwin, NAB managing director.

In the *NAB Bulletin* of that date, Mr. Baldwin referred members to his previous letter of Nov. 5 soliciting the contributions and also published a letter from Dr. J. W. Studebaker, U. S. Commissioner of Education and chairman of the Federal Radio Education Committee, urging subscriptions by the industry.

An aggregate fund of $250,500 to carry out the project has been established, of which two educational foundations are contributing $167,500. The NAB asked all 700 stations to contribute their pro-rata portion of the $83,000 allotted them. This fund would be divided into two parts — $55,000 for the first year, and $28,000 for the second year. Each station is asked to donate twice its highest quarter-hour rate for the first part and half that amount for the second.

Disappointing Return

Returns from stations thus far, it is understood, have been disappointing, with only about 115 stations thus far signifying their intentions of complying with the request and pledging about $25,000.

The projects involved were approved by the Committee made up of 40 members representing the FCC, the broadcasting industry and education. The Committee was appointed by the FCC two years ago. A subcommittee of six drafted the project plans. The Rockefeller and Carnegie Foundations, it is understood, have agreed to contribute the bulk of the $167,500 fund.

In his letter to Mr. Baldwin, Dr. Studebaker emphasized its importance and pointed out that before the Committee can proceed to set up its organization for the completion of the program, it is essential that the broadcasting industry subscribe its $83,000. "You can readily see," he said, "in view of the history of the origin and activities of the Committee, that unless the industry makes its contributions without delay, there may develop many embarrassments to the Communications Commission, to the members of the Committee, and to the broadcasting industry.

"I still feel that in creating the Committee, the Communications Commission established a most representative and workable piece of machinery for the solution of the problems involved in a proper cooperation between educators and broadcasters. It will be just too bad if this piece of machinery is allowed to collapse."

Highlights of Plan

Highlights of the plan, as outlined last June, are:

Project A, as listed in the report, proposes that a survey of successful cooperative efforts be undertaken by the U. S. Office of Education to determine how broadcasters and educators can best cooperate with local broadcasting stations and the educational, religious, civic, and other non-profit groups within their communities. It was estimated the cost would run $25,000, including a salary of $7,500 for an executive director and $4,000 for a field investigator and it was calculated that this entailed two years work, with a total administrative expense of $50,000. This project would be financed by broadcasters.

Project B is a study of methods effective in publicizing radio programs and how they can be applied to educational programs. This project would be supervised by the committee of broadcasters and educators with a technical subcommittee at a cost of $2,000 to be borne by broadcasters.

Project C is a study of listening groups and the organization and motivation behind them. It was suggested the study should deal first with the relative merits of listening in a group as compared with listening alone, and second the organization, motivation and objectives of listening groups in the United States and in Europe. The first part would involve $5,000 and the second $10,000, to be borne by the foundations.

Project D covers problems and methods of broadcasting to and by schools to be undertaken by a school under the supervision of the committee of broadcasters and educators with foundation funds at an estimated cost of $5,000.

Project E, a study of local station cooperation with local educational organizations, would be undertaken under the supervision of broadcasters and educators at an estimated cost of $7,500, to be borne by a foundation. From such a survey, a manual would be developed for departments of education or teachers.

Production Experience

Project F, training of educational production managers through placing in commercial stations, involved no expenditure. The committee urged the continuance of the practice by foundations of providing opportunity for men and women in educational broadcasting to secure practical experience in broadcasting, management production technique, etc. through fellowships, already being carried on by the foundations and networks with success.

Project G, collection of experiences of network series, carried an estimated cost of $3,000 to be borne by broadcasters. A committee would prepare for distribution a pamphlet based upon pooled experiences, and opinion of educational groups as well as broadcasters.

Project H, a survey to determine what the listening public considers of educational value in radio programs, carries an estimated cost of $25,000 to be borne by the broadcasters. It would involve such questions as whether the public wants more or less or different educational broadcasting, what times are most appropriate, the distinction made between educational, information and propaganda, and related subjects.

Project I, the essential value of radio to all types of listeners, constituted the most ambitious of those outlined. It carries an estimated cost of $35,000 a year for a period of four years, making a total of $140,000 to be borne by a foundation grant. The committee's recommendation on this project was as follows:

> The committee unanimously agrees that preparatory to any final solution of the problem of educational broadcasting, the answers to certain questions of basic interest to both educators and broadcasters must be obtained by systematic investigation. A well-coordinated research project, conducted by trained investigators, should be formulated to study the essential value of radio to all types of listeners. In other words, it will be necessary to determine what makes a radio broad-

(*Continued on Page 56*)

A Voice In Darkness

A night of terror was falling on a great city... Yellow waves of a river gone mad reached higher and higher into the houses. No lights except the blink of lanterns to direct the pilots of boats who sought to rescue fear-mad men, women and children from the path of the flood. Two hundred thousand people trapped between the waves and the dark....

But through the night a Voice droned on.... A voice that gave light to the darkness. A voice that told the rescuers where to go and who to save. A voice that told a breathless nation of a city's need and a city's rescue....

The city was the city of Louisville, Kentucky. The voice was the voice of radio.... The time just one short year ago next week.

Why do we recount this story of the Louisville flood? Not because WSM was privileged to keep heroic WHAS upon the air, to serve as that voice in darkness. Any American radio station would have done the same. We write about it now because more than *two hundred radio stations* threw commercial gain by the board to form a voluntary network which speeded aid to the stricken city.

We write because radio demonstrated not only its willingness but its peculiar ability to serve the people of a city or a nation in a time of need.

We write in tribute to a public service which can bring laughter and knowledge and song; and yet, in time of need can be a voice in darkness.

That is the American System of Broadcasting.

A message in the interests of the American System of broadcasting by one privileged from time to time to have contributed to its progress, by one seeking new ways to broaden its services to the American listener.

W S M

The Air Castle of the South

50,000 WATTS

E. W. CRAIG, *Vice-President in Charge of Radio*

HARRY STONE, *General Manager*

OWNED AND OPERATED BY

THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY INC., NASHVILLE, TENNESSEE

Net of 58 Stations For Fr. Coughlin

A NEW SERIES of broadcasts by Rev. Fr. Charles E. Coughlin began over a 58-station network Sunday, Jan. 9, with WJR, Detroit, as the key station. The series is booked for a minimum of 13 weeks, with the likelihood that it will be extended to a 17-week term. The first broadcast of the 1938 series saw Fr. Coughlin introduced by his radio adviser of more than 10 years' standing, Leo Fitzpatrick, vice-president and general manager of WJR. Charles Penman, Detroit announcer and director of dramatics at WJR, is announcing the rest of the series. The programs run Sunday afternoons from 4-4:30 p. m.

The new network was completed by Aircasters Inc., Detroit agency, only a few days before the first broadcast took place. The hookup includes the complete Colonial network, the complete Mohawk network and the Quaker State net, in addition to these stations: WJR, Detroit; WJJD, Chicago; WJAS, Pittsburgh; WHO, Des Moines; WOC, Davenport; WKBW, Buffalo; WTMJ, Milwaukee; KSTP, St. Paul; WCAO, Baltimore, KFEQ, St. Joseph, Mo.; WGAR, Cleveland; WHIO, Dayton; WHKC, Columbus; KCKN, Kansas City; WIBW, Topeka; WDAS, Philadelphia; WJAR, Providence; WIRE, Indianapolis; WMCA, New York; KOIL, Omaha; WFAI, Cincinnati; WIL, St. Louis; WCKY, Cincinnati. WPG, Atlantic City, was to join the hookup on Jan. 16. The net is said to be the largest ever to carry the Fr. Coughlin talks.

Don Lee-MBS Contract

DON LEE Broadcasting System will continue its affiliation with Mutual Broadcasting System through March, 1939. Contracts assuring the continuance of the current linkage were signed by Lewis Allen Weiss, Don Lee general manager, and Fred Weber, Mutual general manager, when the latter was in Los Angeles in late December to make a Pacific Coast survey. The Don Lee network, formerly affiliated with CBS, joined Mutual more than a year ago. Since then it has become a major originating point of transcontinental broadcasts. Headquartered in Los Angeles, Don Lee now comprises 25 owned and affiliated stations in California, Washington and Oregon.

Sealtest Prize Award

THE $1,000 grand award in the *Rising Musical Stars* series sponsored on NBC-Red network by National Dairy Products, New York (Sealtest), was presented January 9 to Edwina Eustis, contralto. Miss Eustis received the award from Lawrence Tibbett, acting in behalf of the awards jury, composed of a number of distinguished musicians. Agency in charge is McKee, Albright & Ivey, New York.

GENE SHUMATE's daily *Sports Slants* program on KSO, Des Moines, has been sold to the Association of Saving & Loan Companies of Des Moines.

704-Foot Tower

Self-Supporting Antenna Of KFYR, Bismarck, N.D. Called Tallest in World

KFYR, on Jan. 13 dedicated its new self-supporting vertical radiator—704 ft. high—said to be the tallest of its particular type in the country. Built by Truscon, the spire, shown above, required some 75 tons of steel and slightly more than 100 tons of concrete for its foundation. It is of the narrow base type and constitutes a departure in antenna construction expected to result in maximum efficiency in signal propagation. Already one of the best heard regionals in the country, the new radiating system may result in establishing of a new record for regional station primary coverage.

A one-hour gala program was broadcast to commemorate the event, with William Langer, North Dakota Governor, as the principal speaker, along with Mayor Obert Olson, of Bismarck.

P. J. Meyer, pioneer Western broadcaster, is president and owner of KFYR. The manager is F. E. Fitzsimonds. KFYR operates on 550 kc. with 1,000 watts night and 5,000 watts day. E. C. Page, of the consulting engineering firm of Page and Davis, supervised the new transmitter and tower installation.

Bekin's Radio Fund

BEKINS VAN & STORAGE Co., Los Angeles, operating 22 warehouses and a fleet of household moving trucks on the Pacific Coast, in its 1938 advertising appropriation of more than $100,000, has allotted approximately $35,000 for radio, according to Milo W. Bekins, president. Placement will be through Brooks Adv. Agency, Los Angeles, which on Jan. 1 was appointed to direct the firm's advertising. Bekins for a number of years has been a consistent user of spot and time-signal announcements on San Francisco and Los Angeles stations, and plans to increase activities during 1938, probably extending to other Pacific Coast cities.

CBS has presented to Harvard, the University of Michigan and the Folger Shakespearean Library in Washington the three "prompt books" used for its broadcasts of the cycle of eight Shakespearean plays last summer.

INJURY EPIDEMIC

Chicago Radio Folk Indulge In Orgy of Hurts

CHICAGO radiomen started off 1938 as though determined to make the new year a boom one for hospitals and doctors. Gene Furgason, president of Gene Furgason & Co., Chicago, received a broken leg while horse-back riding Dec. 30 at Hot Springs, Ark., where he had gone on a combined business and pleasure trip. He was moved to Chicago Jan. 8 where he is currently convalescing. It will be about another month before he can return to work.

Holland Engle, radio director of Erwin, Wasey & Co., Chicago, who recently resigned as program director of WCFL, Chicago, slipped and fell Christmas day wrenching his back. Two days later he acquired laryngitis and on Dec. 30 an infection on his right thigh socket which subsequently turned out to be an abscess. Mr. Engle was to go to the hospital Jan. 15.

Ade Hult, of the Mutual Broadcasting System sales office in Chicago is recovering in a Chicago hospital from a serious attack of influenza. George Besse, head of the Chicago office of Joseph Hershey McGillvra, whose condition had been gradually improving, is back at Ravenswood Hospital for treatments.

Jack Hayes, chief studio engineer at WJJD, Chicago, slipped on the ice in front of his home and broke his leg. He is still confined to his bed. Andrew (Uncle Joe) Dobson also of WJJD received a broken shoulder blade in an auto accident while enroute to Indianapolis for a concert engagement. Spencer Bentley, Chicago radio actor, tried to raise an obstinate window at home Jan. 5. His hand slipped and went through the glass cutting his fingers and wrist in five places. Two stitches were taken at a Chicago hospital.

Hal Tate, Chicago correspondent of BROADCASTING, fell from a tree while hiking at the sand dunes near Michigan City, Ind., Jan. 2, wrenching his back. He was confined to his home for several days.

New FCC Assignments Under Rotation System

NEW ASSIGNMENTS under the rotation plan of handling routine affairs of the FCC were taken over Jan. 1 by members of that agency. Succeeding Commissioner Craven in the handling of routine broadcast matters, was Commissioner Payne; Commissioner Craven took over supervision of Alaskan radio facilities; Commissioner Case, aeronautical, geophysical, police, marine and emergency radio authorizations; Commissioner Sykes, wire extensions and certificates; Commissioner Walker, motions docket and rules and practices, and Commissioner Brown, tariff matters.

In addition, individual commissioners also are being assigned independent cases on a rotating basis. Following hearing on particular applications, and after the examiner's report has been submitted, the commissioners in turn are assigned the cases for preliminary recommendation to the full Commission.

LUDY TO CONTINUE POLICIES OF WIBW

Mr. Ludy

POLICIES and personnel maintained by WIBW under the general management of Don Searle, who on Jan. 1 became executive head of the Central States Broadcasting System, will be continued, Ben Ludy, new general manager of WIBW, Topeka, announced Jan. 11.

Mr. Ludy was assistant manager under Mr. Searle and was elevated to the executive post by Senator Arthur Capper, Kansas publisher and owner of WIBW.

"No radical changes are contemplated," Mr. Ludy said. "It is our purpose and hope to give the Kansas people what they want in radio. Our present staffs have been responsible for the success WIBW now enjoys, and for that reason changes are not desirable." He added he will not fill his former post of assistant manager but will delegate additional duties to present staff members. Mr. Ludy first became associated with Mr. Searle at KOIL in Omaha, one of the stations Mr. Searle again takes over. When Mr. Searle came to WIBW in 1933, he brought Mr. Ludy with him as assistant manager. The new WIBW executive is 38 and has had wide experience in advertising and merchandising, as well as radio.

Godfrey Shifted

WASEY PRODUCTS Inc., New York, sponsoring *Arthur Godfrey* three mornings a week on WABC, New York, on Jan. 24 moves program from 8-8:15 to 9-9:15. On Jan. 14 Godfrey started a Friday morning program at the same tim for Hecker H-O. Also on Jan. 24 the sponsor moves Godfrey fro Mutual, Friday evenings, to hi new schedule of two evenings week on CBS. Agency for Wase Products (Barbasol, Kreml, Mu terole), and Hecker Products Co New York, is Erwin, Wasey & Co New York.

Sterling In Canada

STERLING PRODUCTS, Whe ing, will start *Young Widd Jones*, quarter-hour transcriptio on CKWX on Jan. 17 and CK Feb. 1st. Latter stations repr sented by Weed & Co., Chicag are in addition to the three Ca dian outlets Sterling has alrea set (BROADCASTING, Jan. 1). Pr grams will promote Chocolate C carets and Danderine. The fi station campaign will last weeks, with other outlets to added. Thompson-Koch Co., Ci cinnati, handles the account.

Heinz Tries Spot Again

H. J. HEINZ Co., Pittsburgh (5 Varieties) after an absence o more than two years from spo radio, began a quarter-hour tes program on KWOS, Jefferson City Jan. 7. The transcribed program is broadcast Tuesdays and Fr days, 3-3:15 p. m. (CT). Othe stations may be added if the tes proves successful. Maxon Inc., D troit, handles the account.

Discover A NEW MARKET ... THE ITALIAN MARKET

Kingston
Newburgh
Hartford
Bridgeport
Long Island Sound
Long Island
Reading
Allentown
Philadelphia
Trenton
Atlantic City
Cape May
Wildwood

ITALO AMERICANS

LIVING ONE HUNDRED MILES AROUND THE CITY OF NEW YORK:

New York	1,200,000
Westchester	82,000
Connecticut	261,000
New Jersey	507,000
Philadelphia	350,000
Delaware	121,000
TOTAL	2,521,000

We know this market and we think we know how to sell your product to the Italo American consumer. For further detailed information, write or call, with no obligation on your part.

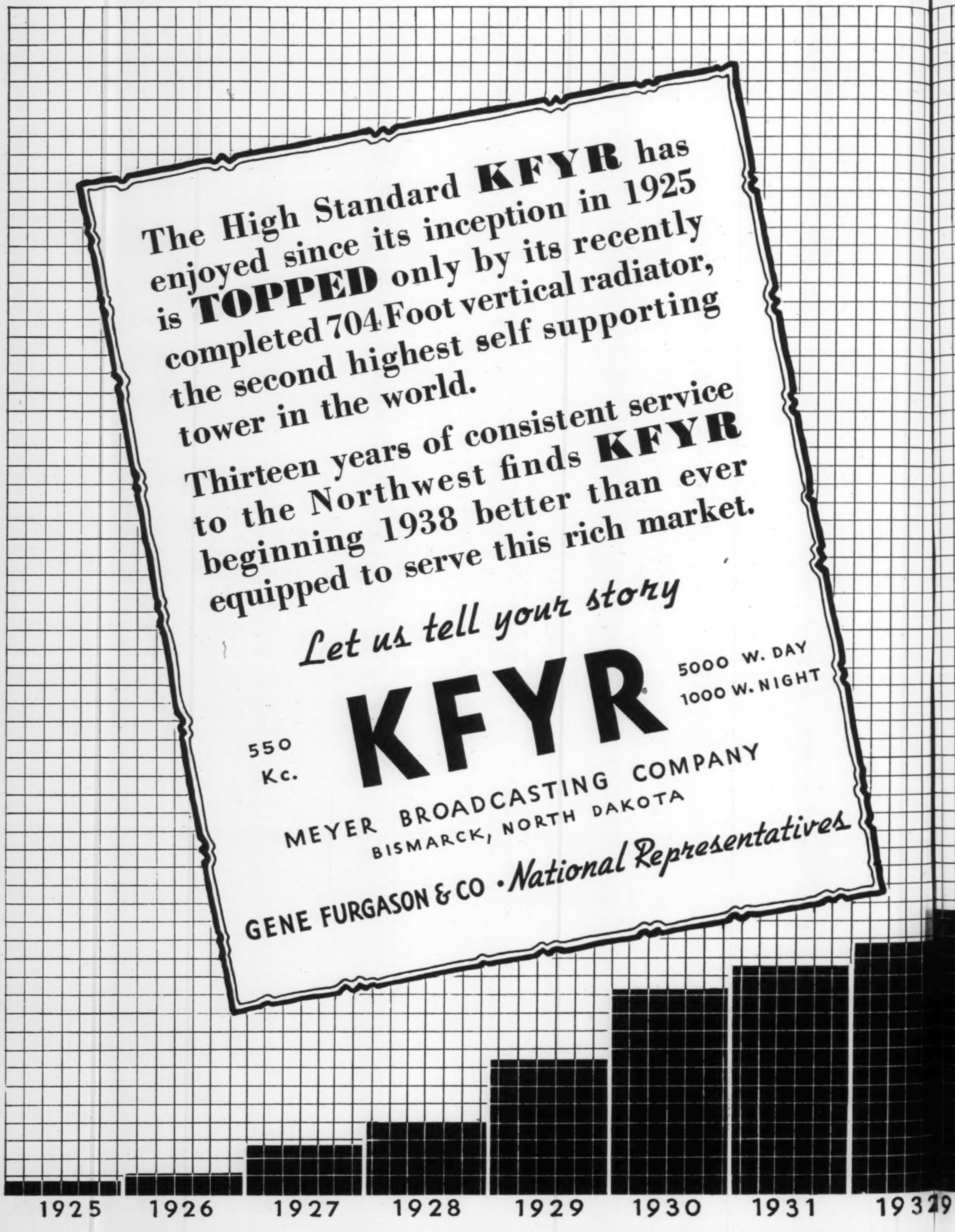
INTERNATIONAL BROADCASTING CORP.
132 West 43rd Street - Tel. BRyant 9-6080 - New York, N. Y.

complete, economical coverage through

WPEN ★ **WOV** ★ **WBIL**

PHILA. 1000 WATTS
N.Y. 1000 WATTS
N.Y. 5000 WATTS

XUM



The High Standard **KFYR** has enjoyed since its inception in 1925 is **TOPPED** only by its recently completed 704 Foot vertical radiator, the second highest self supporting tower in the world.

Thirteen years of consistent service to the Northwest finds **KFYR** beginning 1938 better than ever equipped to serve this rich market.

Let us tell your story

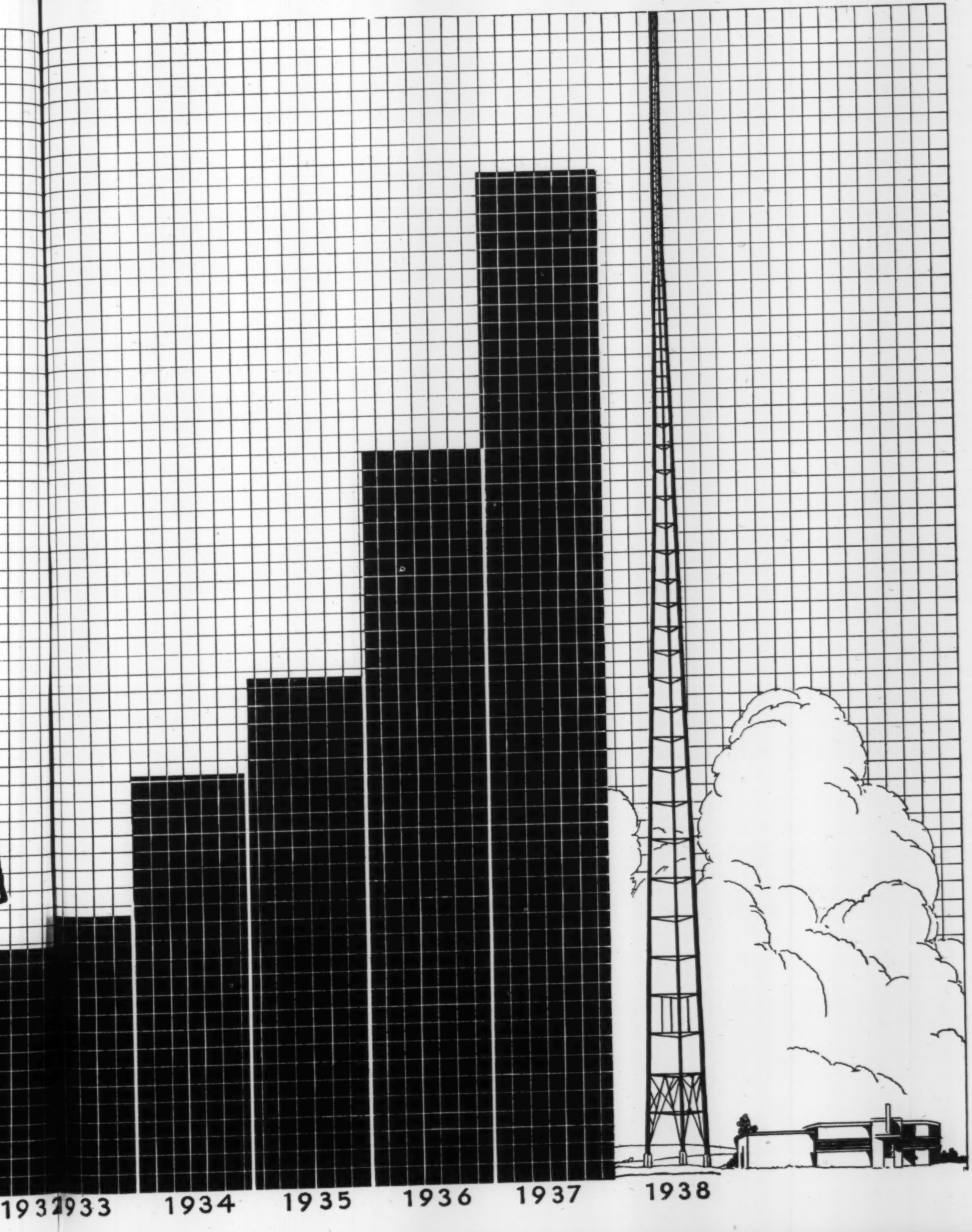
550 Kc.

KFYR

5000 W. DAY
1000 W. NIGHT

MEYER BROADCASTING COMPANY
BISMARCK, NORTH DAKOTA

GENE FURGASON & CO • *National Representatives*



XUM

From Cellar to Counter With Mason's

Without Benefit of Silver Spoon or Capital, This Proprietary Product Rose to Riches by Radio

By JACK PART

Advertising Manager,
Mason Remedies, Ltd.

THIS WAS to have been the story of a test campaign over WSYR, Syracuse, for Mason's 49, a cough medicine recently introduced into the United States. The result of that test would not make interesting reading unless one is acquainted with the background of the product itself.

Mr. Part

In early 1934, in the little city of Kitchener, Ont. a young man employed himself manufacturing a cough medicine in the basement of his home. Without capital to advertise, sales were few and far between and more dinner times than dinners were seen in the little household. The ordinary channels of marketing such as sales representatives and advertising counsel were out of the question and even the columns of the small local daily did not fit the purse.

Faced with quick oblivion for Mason's 49 unless some type of advertising were used, Perce Mason turned in desperation to radio. CKCR, the 100-watt Kitchener station, was considered and subsequently contracted; spot announcements were on a week-to-week basis. The resultant sales brought money to the treasury—not much money, but sufficient to go on the second week with quarter-hour programs. The writer joined forces with Perce Mason at this stage of the game, and one of the first question-box, human-relations type of shows was presented under the name of *Raymar*. The show caught on quickly and when listeners were asked to send in box fronts in order to obtain a book on success and getting ahead in the world, the station was deluged with mail.

Stations are Added

Within a month of its starting date, the *Raymar* program was moved to CFRB, CBS outlet in Toronto, and fed to the Kitchener station on special lines. Ten quarter-hour shows a week were presented over this two-station hookup. The step-up in coverage from a market of 30,000 people to a market of nearly a million and a quarter brought the increase in business we had expected, and consequently, two other stations were added and the four stations carried Mason's 49 programs for the balance of the season. Over 175,000 box-fronts were received and each box-front represented a 50-cent sale in the drug store.

With summer months before us, we started to plan our activities for the fall. The manufacturing plant had long since outgrown the basement and was established in a modern factory in Toronto. A sales agency which had heretofore regarded our account with little interest was now very anxious to secure our product, and as the result, we found ourselves with the means for national distribution and in need of national radio coverage. Telephone lines across 3,000 miles of country to cover ten million people were prohibitively expensive. Our answer to the problem was simple.

We installed modern recording equipment and made our own electrical transcriptions, and contracted with twenty-one stations to carry the discs for 30 weeks. Our earlier results on four stations were typical of the results we achieved over the 21 and the close of our second season found Mason's 49 well up in the list of the largest selling cough medicines.

In the U. S. Market

The fall of 1935 found us with more up-to-date recording equipment, 31 radio stations and contracts calling for 39 weeks. Our air personality, *Raymar*, had become a well-known radio character and the mail was increasing with each succeeding year. Mason's 49 found its way even to Canada's frozen North by means of dog sleds and aeroplane. With a whole romance of merchandising behind us, we were able to get our breath and settle down to serious planning for the future.

That fall we talked of entering the United States but our coverage of Canada did not include several sections on the Pacific coast and we also felt that our advertising was not strong enough in the French province of Quebec. Between that fall and the spring of 1936, these gaps were filled, and, by August of that year, we had brought our total up to 40 stations with contracts calling for 52 weeks.

Business for us in Canada had now become a routine affair and we settled down to consider the American market. True, we knew nothing whatever about marketing in the United States, but we hadn't known anything about marketing in Canada when we first started. Armed with station statistics which we had clipped from time to time from BROADCASTING and other publications, we decided on Syracuse as an ideal test market, and I left for that city to complete arrangements with WSYR. Contracts were drawn up calling for two *Raymar* shows a day, Monday through Friday. At the end of the first three weeks, we had sold 85% of the retail drug outlets covered by WSYR.

Price cutting was probably our most difficult problem. Mason's 49 was sold under fair-trade contracts to retail at 49c. Competitive medicines sold in most cases for much less, and to uphold our price we were forced to exercise care as to whom we sold. Another handicap we suffered in our first year in the United States was the fact that our advertising and distribution did not commence until the middle of February, several months after our competitors had reached their sales quota. In spite of this, we accomplished something of a record in the Syracuse territory, and our first experience in the United States strengthened our opinion that we could duplicate our Canadian success in that country.

During 1937 we ran true to formula. On Oct. 6, WOKO, Albany; WHEC, Rochester, and WGR, Buffalo, were added to WSYR, and are now operating for us on a three-times-per-week basis. Early this year we expect to increase our activities in the United States by using additional stations.

Horatio Alger had nothing on the "Rags to Riches" rise of Mason's 49. No other advertising medium in the world could have rolled a dollar and an idea into what has become Canada's popular cold remedy. Born of radio, without a silver spoon in its mouth, and solely dependent on broadcasting for its steadily increasing sales, Mason's 49 cannot help but further our conviction that radio is a wonderful medium.

BORN in a Canadian basement was Mason's 49, a cough remedy. Sold exclusively by radio advertising with the first week's profits paying for the second week's air, sales have risen until Mason Remedies Ltd. has added the United States to its Canadian market. One of the first quiz programs in radio, Mason's "Raymer" is a Canadian by-word for all listeners who like the question-answer type of program. From Rags to Riches, says Mason, and in three short years. Only those who believe in the new miracle of broadcast advertising should read this.

Discs for Colgate

COLGATE - PALMOLIVE - PEET Co., Jersey City, on Jan. 3 started transcribed versions of *Myrt & Marge*, for Concentrated Super-Suds, and *Hilltop House* for Palmolive soap, on 6 stations: WLW, Cincinnati; WOR, Newark; WSB, Atlanta; WHL, Des Moines; WTAM, Cleveland, and WGY, Schenectady. The quarter-hour transcriptions were made by RCA. Agency is Benton & Bowles Inc., New York.

Colgate's New Show

COLGATE - PALMOLIVE - PEET Co., Jersey City (Colgate shave cream and Rapid-Shave), has started a new series of programs featuring *Dale Carnegie*, author of the past year's best-seller, "How to Win Friends and Influence People". Mr. Carnegie will be heard Tuesday evenings on 31 NBC-Red stations, offering dramatic episodes from famous lives. Agency is Benton & Bowles-Chicago Inc.

Taplinger Takes Charge Of Warner-Luckies Show

WARNER BROS. First National Studios has revised its activities in connection with the weekly *Your Hollywood Parade*, sponsored by American Tobacco Co. (Lucky Strike cigarettes), on NBC-Red. All studio participation is now correlated under Robert Taplinger, Warner director of publicity, at Burbank, Cal. Don Becker, Transamerican Broadcasting & Television Corp. executive, who was in charge of scripts based on Warner Bros. motion pictures set for exploitation on the program, has been transferred to New York. George Bilson, studio contact with Lord & Thomas, agency handling the Lucky Strike account, has returned to the Warner Bros. writing staff.

Mr. Taplinger's contact will be direct with Tom McAvity, Hollywood manager of Lord & Thomas and producer of *Your Hollywood Parade.* His assistant is Irving Rubine who was associated with him in New York. Bob Fender, formerly news art editor of Paramount Productions Inc., Hollywood, has joined the Lord & Thomas staff in that city to do biographical writing for the series. The agency has also brought Cy Nathan, script writer, from its New York office to Hollywood. Al Goodman succeeds Leo F. Forbstein as musical director on Jan. 19.

FTC Studies Music Code

THE Federal Trade Commission has taken under advisement proposed changes in suggested trade practice code for the music publishing industry, following a hearing Jan. 4. Song plugging would be deemed an unfair practice under the proposed code. The Commission has entered into stipulations with the following concerns to revise their claims: Rabin Co., Los Angeles (Ruth Rogers cosmetics); Kellogg Co., Battle Creek (All-Bran); Dorothy Perkins Co., St. Louis (cosmetics); Dr. Pepper Co., Dallas (beverage); Skelly Oil Co., Kansas City (Aromax gasoline). The Commission has ordered Earl E. May and Earl E. May Seed Co., Shenandoah, Ia., to cease representing that they grow or propagate nursery stock sold by them, unless and until such is a fact.

Aid During Flood

BROADCAST stations in Northern California came to the aid of the American Red Cross and the stricken families during the three-day floods in the upper portions of the state. The stations were pressed into emergency service, broadcasting rescue bulletins. In the Russian River delta region, where more than 100 square miles were under water, the Geyserville Red Cross stayed in constant telephone communication with KPO, San Francisco. At frequent intervals rescue instructions were broadcast to the homes of isolated residents, separated by more than a mile of water from rescuers. Many of the homes had power for operation of radio sets, although they were cut off from telephone contact.

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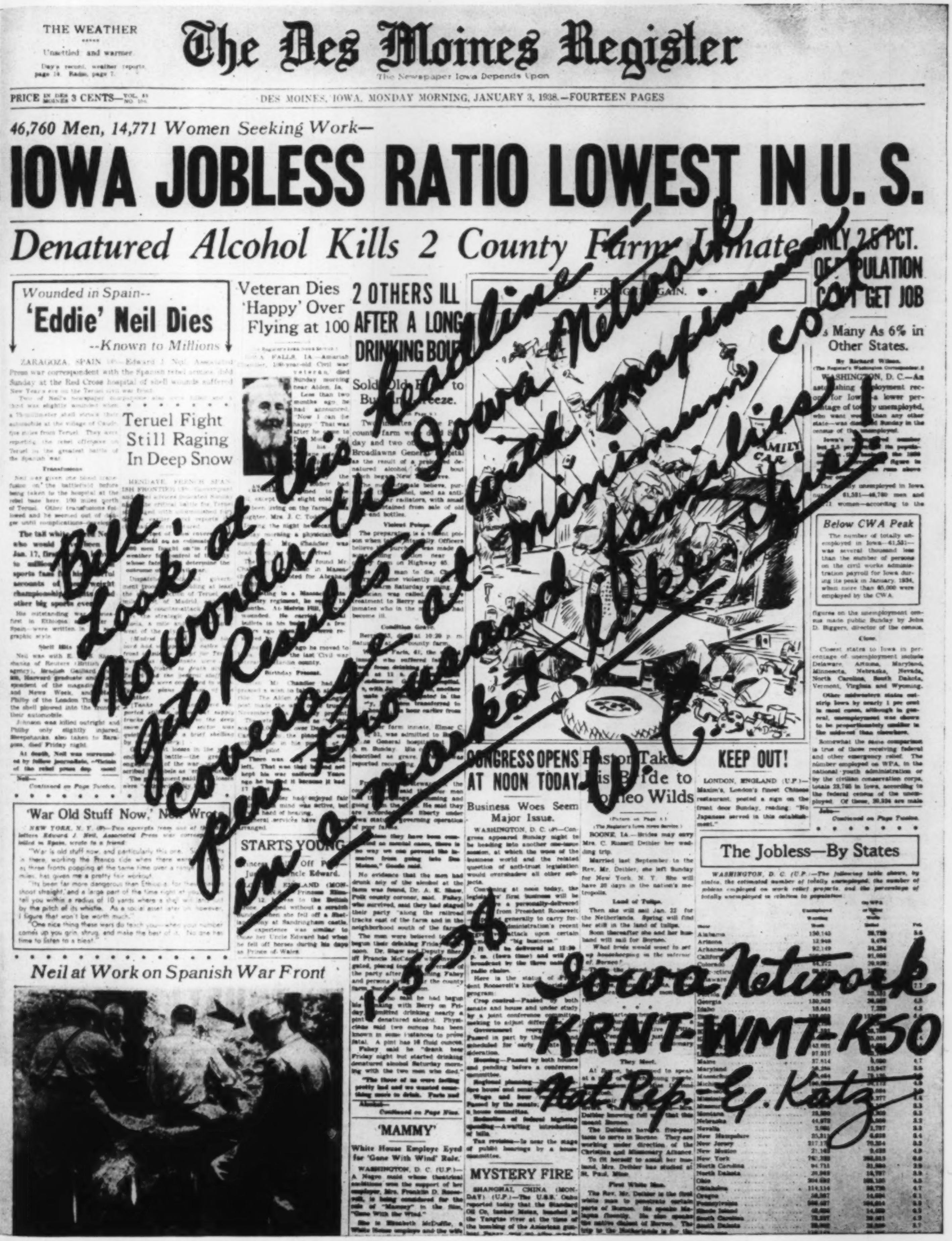


THE WEATHER
Unsettled and warmer.
Day's record, weather reports page 14. Radio, page 7.

The Des Moines Register

The Newspaper Iowa Depends Upon

PRICE IN DES MOINES 3 CENTS

DES MOINES, IOWA, MONDAY MORNING, JANUARY 3, 1938.—FOURTEEN PAGES

46,760 Men, 14,771 Women Seeking Work—

IOWA JOBLESS RATIO LOWEST IN U. S.

Denatured Alcohol Kills 2 County Farm Inmates

Wounded in Spain--

'Eddie' Neil Dies

--Known to Millions

ZARAGOZA, SPAIN (AP)—Edward J. Neil, Associated Press war correspondent with the Spanish rebel armies, died Sunday at the Red Cross hospital of shell wounds suffered New Year's eve on the Teruel civil war front.

Veteran Dies 'Happy' Over Flying at 100

IOWA FALLS, IA.—Amariah Chandler, 100-year-old Civil war veteran, died Sunday morning near Alden, Ia.

Less than two months ago, he had announced, "Now I can die happy." That was after he came to Des Moines and

Teruel Fight Still Raging In Deep Snow

2 OTHERS ILL AFTER A LONG DRINKING BOUT

Sold Old Bottles to Buy Antifreeze.

'War Old Stuff Now,' Neil Wrote

"One nice thing these wars do teach you—when your number comes up you grin, shrug, and make the best of it. No one has time to listen to a bleat."

STARTS YOUNG

'MAMMY'

White House Employe Eyed for 'Gone With Wind' Role.

FIXING IT AGAIN.

ONLY 2.5 PCT. OF POPULATION CAN'T GET JOB

As Many As 6% in Other States.

By Richard Wilson.
(The Register's Washington Correspondent.)

Below CWA Peak

The number of totally unemployed in Iowa—61,531—was several thousand less than the number of persons on the civil works administration payroll for Iowa during its peak in January, 1934, when more than 65,000 were employed by the CWA.

figures on the unemployment census made public Sunday by John D. Biggers, director of the census.

Close.

Closest states to Iowa in percentage of unemployment include Delaware, Arizona, Maryland, Minnesota, Nebraska, Nevada, North Carolina, South Dakota, Vermont, Virginia and Wyoming.

CONGRESS OPENS AT NOON TODAY

Business Woes Seem Major Issue.

Pastor Takes His Bride to Borneo Wilds

KEEP OUT!

LONDON, ENGLAND (U.P.)—Maxim's, London's finest Chinese restaurant, posted a sign on the front door Sunday, reading: "No Japanese served in this establishment."

The Jobless—By States

MYSTERY FIRE

Neil at Work on Spanish War Front

Bill—
Look at this headline—
No wonder the Iowa Network
gets Results—with maximum
coverage at minimum cost
per thousand families
in a market like this!
W.C.

1-5-38

Iowa Network
KRNT-WMT-K50
Nat Rep. E. Katz

Vertical-Cut Equipment Symbolizes Disc Trend

Mr. Cotterill

THE trend toward transcription broadcasting is shown by the fact that 86% of all high-powered regional stations (over 1,000 but less than 50,000 watts) are now equipped to broadcast the vertical-cut wide range programs produced by World Broadcasting System, Norton Cotterill, WBS vice-president, announced Jan. 6.

The trend appears to be spreading to stations of all sizes, he said. "Vertical" coverage is 100% among stations of 50,000 watts or over. In the 1,000-watt "regional" class, 213, or 64% have such reproducers, while in the 100-watt classifications, 121 stations have them. The WBS survey, of which these figures are a part, shows an increase of exactly 100% since 1935 in the total number of vertical-equipped stations.

Elliott Roosevelt Guest

ELLIOTT ROOSEVELT, new president of Hearst Radio, headed the list of guest stars on the first program of *For Men Only*, Jan. 10, sponsored by Bristol-Myers Co., New York (Vitalis hair tonic). Mr. Roosevelt was presented as one of a group of famous men's sons who have succeeded in their own right. Others interviewed were Keenan Wynn, son of Ed Wynn, and Lowell Thomas Jr. Program is heard Mondays on the NBC-Red network. Agency is Pedlar & Ryan Inc., New York.

Manhattan On Coast

MANHATTAN SOAP SALES Corp., New York (Sweetheart soap), sponsoring Thomas Conrad Sawyer, commenator, on KFI, Los Angeles, and KNX, Hollywood, for the past several months, has renewed on both stations for 13 weeks. The sponsor plans to extend the series to other Pacific Coast stations by early spring. Agency is Milton Weinberg Adv. Co., Los Angeles.

PANAY PICTURES—Were being rushed East Dec. 29 when Norman Alley, Universal Newsreel photographer, stopped for a few minutes in Chicago on his dash from China. On hand were Announcer Jack Stilwill of WLS and Engineer Charles Nehlsen of *Hindenburg* fame, to scoop Chicago stations by broadcasting the transcribed Alley interview just 27 minutes after the plane landed.

Guestitorial

Do's and Don'ts For Broadcast Stations

By J. GORDEN WARDELL

Salesman, KWTO, Springfield, Mo.

ABOUT 10 to 12 years ago, when radio gave birth to commercialism, the average listener thought little about programs or the type of entertainment that was offered him. Ordinarily he tuned to his local station with a great deal of pride and loyalty and accepted its bill-of-fare with no thought of adverse criticism.

Those good old days are gone forever, much to the sorrow of station owners, managers and program directors. Now just what brought about the present state of skepticism existing among those once loyal friends? What made them spin the dial away from the station they once thought was infallible? What factors determine the stations he now enjoys? What malady has overtaken the stations he rejects?

Can it be that greedy station owners have killed the goose that laid the golden egg? Have station owners given thought to their listening audience or have they been dreaming of larger and larger dividend checks? It is true that any business must show a reasonable profit to justify its existence—but in the case of *too much* profit every radio executive can take a good look at each "two bit" piece and say, "This costs me a listener." If stations keep sacrificing listeners for disproportionate gains, red ink will flow freely in years to come.

Some foresighted station executives are doing something about the growing dissatisfaction of their listeners. Some of these pioneers in the new era of radio have the courage to limit the amount of advertising they will accept.

It is generally agreed that spot announcing is the most obnoxious form of radio advertising as they are seldom clever enough to attract and hold the attention of the listener. Those first few years of commercialism in radio saw many stations gather most of their revenue from spot announcements. But that was before face cream was *germ free* and *big leaguers* prescribed your breakfast food. At that time a man could be true to his wife even if her hands were *rough* and *red*.

Yes, those spot announcements were sandwiched in almost any place and forced down the throat of the listener. This, plus poorly prepared and carelessly presented programs was more than he could tolerate. The monotony became so great he was forced to seek some station which offered him entertainment with showmanship.

Something must be done to get those disgruntled listeners back in to the fold, and also to hold those who are not so quick to sense over-commercialism or criticize mediocre programs.

As a salesman here are some suggestion I would like to offer to those interested in improving the business of broadcasting:

1. Allow spot announcements only on station breaks.
2. Let no commercial exceed 120 words.
3. Build programs that definitely appeal to the public.
4. As the station's earnings increase let the money allotted the program department increase in proportion.
5. Set a definite amount of time to be non-commercial.
6. Build the sustaining programs with as much thought and preparation as if they were sponsored.
7. Keep your fingers on the pulse of the audience by making surveys at least once every six months.
8. Avoid repetition of programs and talent through the daily schedule. A child will tire of the very best candy if given it too often.
9. Keep an open mind to progress in the industry, and above all strive to maintain a satisfied maximum audience at all hours.
10. Radio stations are thought-influencing agencies placed in the hands of men with integrity and understanding. Be worthy of that trust.

Increased Fees Denied For Canada Copyrights

THE Canadian Performing Rights Society lost its case before the copyright appeal tribunal at Ottawa appointed by the Canadian government when it asked for increased fees for 1938 from Canadian broadcasters on the ground that the English branch was recently awarded an increase to 14 cents per receiver. The appeal tribunal ruled that the exhaustive inquiry by a Royal Commission in 1935 had set a rate of 8 cents per set for Canada, and that conditions in Canada had not vitally changed and were not similar to those in Great Britain.

As a result Canadian broadcasters, basing their rates on the total licenses in force at March 31, 1937, will pay a total of $83,080 for 1938 fees to the Society as against $70,000 in 1937. The Society's increased rates would have brought the fees to $145,390 for 1938. The increase in fees is due to a larger number of licensed listeners and the addition of new stations including the big CBC transmitters CBL, Toronto, and CBF, Montreal. The Canadian Association of Broadcasters acted for the broadcasting stations working closely with the CBC representatives.

Roi-Tan Cancels

AMERICAN TOBACCO Co., New York (Roi-Tan cigars), has cancelled most of its spot broadcasting for the next three months, in accordance with its usual custom after the holidays. The sports show on the CBS Pacific network continues, and spot will be resumed in April. Agency is Lawrence C. Gumbinner Adv. Agency, New York.

SAVANTS—Gathered in Indianapolis the week of Dec. 27 for the annual convention of the American Association for the Advancement of Science, and radiomen also converged on that city. Here is Morris Hicks, WIRE special events announcer, interviewing Dr. Albert Blakeslee of Carnegie Institute, and Dr. Fox of the Chicago Museum of Science and Industry. WIRE carried local pickups and fed five programs to NBC and one to MBS. Pat Bilderslee was sent by NBC from New York to handle the programs, and NBC had a display along with RCA at which technical literature was distributed.

Dr. Jewett Honored

DR. FRANK B. JEWETT, vice-president of the AT&T and Bell Laboratories chieftain, was named Jan. 10 to receive the "Washington Award" for 1938. This honor is granted annually by a committee representing the American Society of Civil Engineers, the American Institute of Mining and Metallurgical Engineers, the American Society of Mechanical Engineers, the American Institute of Electrical Engineers, and the Western Society of Engineers. Former recipients of the Washington Award have been: Herbert Hoover, 1919; Captain Robert W. Hunt, 1922; Prof. Arthur Newell Talbot, 1923; Jonas Waldo Smith, 1925; John Watson Alvord, 1926; Orville Wright, 1927; Dr. Michael I. Pupin, 1928; Bion J. Arnold, 1929; Dr. Mortimer E. Cooley, 1930; Ralph Modjeski, 1931; William D. Coolidge, 1932; Ambrose Swasey, 1935; Charles Franklin Kettering, 1936; and Frederick G. Cottrell, 1937.

Ferguson Heads FTC

GARLAND S. FERGUSON has been elected chairman of the Federal Trade Commission for 1938, under the Commission's plan of rotating the chairmanship annually. Mr. Ferguson, oldest FTC member, succeeds Commissioner William A. Ayres. It is his third term as chairman, no other commissioner ever having held the office three times. He is in his 11th year as an FTC member.

Texas Group to Meet

TO DISCUSS the proposed NAB reorganization, O. L. Taylor, general manager of KGNC, Amarillo, and president of the Texas Broadcasters Association on Jan. 15 called a special meeting of the board of directors of the association. All member stations, however, were invited.

PIONEER OF THE AIR

FOUNDED IN 1919, the Radio Corporation of America has completed 18 years of pioneering effort to develop and improve the uses of radio.

Starting "from scratch," RCA has created a world-wide communications system with direct circuits between the United States and 42 foreign countries, and with ships at sea. It has created a nation-wide broadcasting system of endless cultural possibilities, now rapidly expanding its services by short-wave to all the world. It has created essential instruments for the radio transmission and reception of sound, of code messages, and of facsimile reproductions, and for the recording and reproduction of sound on records and on motion picture film. It has created countless radio devices indispensable to modern science, industry, medicine, telephony, and public safety. It has created the basis for a system of electronic television, forecasting the day when radio sight, added to sound, will perform a useful public service.

Today the Radio Corporation of America is owned by nearly a quarter of a million stockholders in 48 states. No one person owns as much as ½ of 1% of its stock. Achievements of the past 18 years are a tribute to the American tradition of service in the public interest through private initiative and ownership.

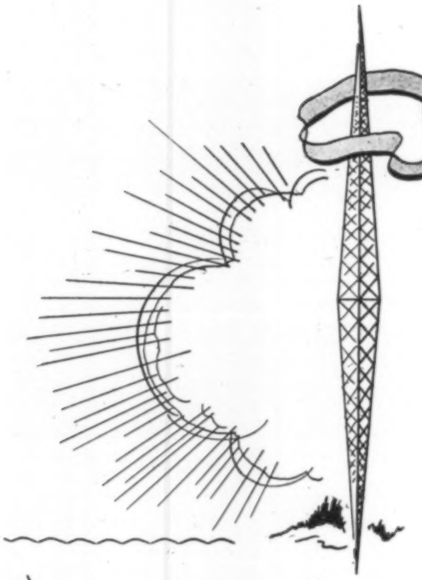
RCA presents the "Magic Key" every Sunday, 2 to 3 P. M., E. S. T., on NBC Blue Network.

RCA RADIO CORPORATION OF AMERICA

RADIO CITY • NEW YORK, U. S. A.

NATIONAL BROADCASTING COMPANY • RCA MANUFACTURING COMPANY, INC.

RCA COMMUNICATIONS, INC. • RCA INSTITUTES, INC. • RADIOMARINE CORP. OF AMERICA



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AMERICAN BANKERS' ASSOCIATION	DIRECT
AMERICAN OIL COMPANY	THE JOSEPH KATZ COMPANY
AMERICAN PRODUCTS COMPANY	MATTESON-FOGARTY-JORDAN, INC.
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AMERICAN STOVE COMPANY	BATTEN, BARTON, DURSTINE & OSBORN, INC.
ASSOCIATED DISTRIBUTORS, INC.	H. W. KASTOR & SONS ADVERTISING CO.
AURORA LABORATORIES, INC.	AUBREY, MOORE & WALLACE
BAYER COMPANY	BLACKETT-SAMPLE-HUMMERT, INC.
BEAUMONT LABORATORIES	H. W. KASTOR & SONS ADVERTISING CO.

Advertiser	*Agency*
BERRY BROTHERS	MAXON, INC.
BOOTH FISHERIES CORPORATION	H. W. KASTOR & SONS ADVERTISING CO.
E. L. BRUCE COMPANY	THE BUCHEN COMPANY
BUICK MOTOR COMPANY	ARTHUR KUDNER, INC.
CAL-ASPIRIN COMPANY	BLACKETT-SAMPLE-HUMMERT, INC.
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CALIFORNIA FRUIT GROWERS EXCHANGE	LORD & THOMAS, INC.
CAMPBELL-TAGGART BAKERIES	RUSSELL C. COMER
CENTRAL LABORATORIES	BECKMAN, VOGEL & BEERBOHM, INC.
CHAMPION COAL COMPANY	WALKER & DOWNING
CHESEBROUGH MANUFACTURING CO.	PEDLAR & RYAN, INC.
❦	❦
CHEVROLET MOTOR COMPANY	CAMPBELL-EWALD COMPANY
CHICAGO EVENING AMERICAN	DIRECT
CHICAGO MOTOR CLUB	McJUNKIN ADVERTISING COMPANY
COCA COLA COMPANY	D'ARCY ADVERTISING COMPANY
H. B. DAVIS COMPANY	VAN SANT, DUGDALE & COMPANY
DE SOTO MOTOR CORPORATION	J. STIRLING GETCHELL, INC.

Advertiser	*Agency*
DRACKETT COMPANY	RALPH H. JONES COMPANY
E. I. DU PONT DE NEMOURS & COMPANY	BATTEN, BARTON, DURSTINE & OSBORN, INC.
EATON PAPER CORPORATION	BADGER & BROWNING, INC.
DR. PETER FAHRNEY & SONS COMPANY	H. W. KASTOR & SONS ADVERTISING CO
H. FENDRICH, INC.	McJUNKIN ADVERTISING COMPANY
❦	❦
FITZPATRICK BROS., INC.	NEISSER-MEYERHOFF
FOLEY & COMPANY	LAUESEN & SALOMON
J. A. FOLGER & COMPANY	BLACKETT-SAMPLE-HUMMERT, INC
I. J. FOX COMPANY	DIRECT
FRENCH LICK SPRINGS HOTEL CO.	H. W. KASTOR & SONS ADVERTISING C
❦	❦
GALVIN MANUFACTURING COMPANY	DIRECT
GENERAL BAKING COMPANY	BATTEN, BARTON, DURSTINE & OSBORN, INC.
GENERAL ELECTRIC COMPANY	MAXON, INC.
GENERAL CIGAR COMPANY	H. W. KASTOR & SONS ADVERTISING CO
GENERAL FOODS CORPORATION	BENTON & BOWLES, INC.
❦	❦
GENERAL MILLS, INC.	BLACKETT-SAMPLE-HUMMERT, INC
GOLD DUST CORPORATION	BATTEN, BARTON, DURSTINE & OSBORN, INC.
H. J. HEINZ COMPANY	MAXON, INC.
H. P. HOOD & SONS	BATTEN, BARTON, DURSTINE & OSBORN, INC.
HULMAN & COMPANY	ARBEE AGENCY
❦	❦
HYDROX CORPORATION	H. W. KASTOR & SONS ADVERTISING CO
INDEPENDENT GROCERS' ALLIANCE	CHAS. DANIEL FREY COMPANY
KELVINATOR CORPORATION	GEYER, CORNELL & NEWELL, INC.
KROGER GROCERY & BAKING COMPANY	RALPH H. JONES COMPANY
B. KUPPENHEIMER & COMPANY	DIRECT
❦	❦
LAMBERT PHARMACAL COMPANY	H. W. KASTOR & SONS ADVERTISING CO
LARUS & BRO. COMPANY	BLACKETT-SAMPLE-HUMMERT, INC.
LARUS & BRO. COMPANY	MARSCHALK & PRATT, INC.
LEWIS-HOWE MEDICINE COMPANY	H. W. KASTOR & SONS ADVERTISING CO
LOOK, INC.	SCHWIMMER & SCOTT
McKESSON & ROBBINS	H. W. KASTOR & SONS ADVERTISING CO
MENNEN COMPANY	H. W. KASTOR & SONS ADVERTISING CO

THNKS

A PPY 1937

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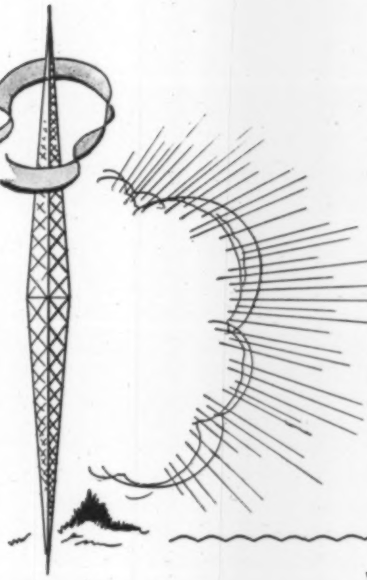
BROA STING SYSTEM



Advertiser	*Agency*
METHODIST CHURCH (CHICAGO)	SAM BARTLETT
MID-CONTINENT PETROLEUM CO.	R. J. POTTS & COMPANY
MILES LABORATORIES, INC.	WADE ADVERTISING COMPANY
MONTGOMERY WARD & COMPANY	FERRY-HANLY COMPANY
NATIONAL ASSOCIATION OF MANUFACTURERS	DIRECT
NATIONAL LEAD COMPANY	MARSCHALK & PRATT, INC.
NATIONAL OIL PRODUCTS COMPANY	CHAS. DALLAS REACH
NATIONAL RETAIL OWNED GROCERS	DUANE WANAMAKER
NATIONAL TUBERCULOSIS ASSOCIATION	DIRECT
NIAGARA HUDSON POWER & LIGHT CO.	BATTEN, BARTON, DURSTINE & OSBORN, INC.
OLDS MOTOR WORKS	D. P. BROTHER & COMPANY
ONEIDA, LTD.	GEYER, CORNELL & NEWELL, INC.
ONEIDA, LTD.	BATTEN, BARTON, DURSTINE & OSBORN, INC.
PACQUIN COMPANY	H. W. KASTOR & SONS ADVERTISING CO.
PARKER BROTHERS	JOHN W. QUEEN
PEASLEE-GAULBERT COMPANY	J. STIRLING GETCHELL, INC.
PENNSYLVANIA STATE PUBLICITY	WALKER & DOWNING
PHILCO RADIO & TELEVISION CORPORATION	GEARE-MARSTON, INC.
DR. P. PHILLIPS COMPANY	DIRECT
PITTSBURGH COAL COMPANY	WALKER & DOWNING
PROCTER & GAMBLE CO. (CAMAY SOAP)	PEDLAR & RYAN, INC.
PROCTER & GAMBLE CO. (CRISCO)	COMPTON ADVERTISING, INC.
PROCTER & GAMBLE CO. (DREFT)	BLACKETT-SAMPLE-HUMMERT, INC.
PROCTER & GAMBLE CO. (DREFT)	COMPTON ADVERTISING, INC.
PROCTER & GAMBLE CO. (DRENE)	H. W. KASTOR & SONS ADVERTISING CO.
PROCTER & GAMBLE COMPANY (KIRK'S CASTILE)	H. W. KASTOR & SONS ADVERTISING CO.
PROCTER & GAMBLE CO. (LAVA SOAP)	BLACKETT-SAMPLE-HUMMERT, INC.
PROCTER & GAMBLE CO. (OXYDOL)	BLACKETT-SAMPLE-HUMMERT, INC.
PROCTER & GAMBLE COMPANY (WHITE NAPTHA)	COMPTON ADVERTISING, INC.
RADIO BRIDGE AD SERVICE	DIRECT
E. P. REED & COMPANY	GEYER, CORNELL & NEWELL, INC.
REPUBLIC STEEL CORPORATION	MELDRUM & FEWSMITH, INC.

Advertiser	*Agency*
REYMER & BROS.	WALKER & DOWNING
RIT PRODUCTS CORPORATION	H. W. KASTOR & SONS ADVERTISING CO.
SCHLITZ BREWING COMPANY	McJUNKIN ADVERTISING COMPANY
SCHWOB COMPANY	JAMES A. GREENE & COMPANY
SEECK & KADE	H. W. KASTOR & SONS ADVERTISING CO.
SHERWOOD BROS.	VAN SANT, DUGDALE & COMPANY
SKELLY OIL COMPANY	BLACKETT-SAMPLE-HUMMERT, INC.
SKELLY OIL COMPANY	RUSSELL C. COMER
SNOW KING BAKING POWDER COMPANY	H. W. KASTOR & SONS ADVERTISING CO.
STANDARD OIL COMPANY (ESSO)	MARSCHALK & PRATT, INC.

STERLING PRODUCTS INC. (CALIFORNIA SYRUP OF FIGS)	BLACKETT-SAMPLE-HUMMERT, INC.
STERLING PRODUCTS INC. (HALEY'S M-O)	BLACKETT-SAMPLE-HUMMERT, INC.
STEVENS HOTEL	MAXON, INC.
STUDEBAKER CORPORATION	ROCHE, WILLIAMS & CUNNYNGHAM, INC.
SUN OIL COMPANY	ROCHE, WILLIAMS & CUNNYNGHAM, INC.
SURE LABORATORIES	SELVIAIR BROADCASTING SYSTEM
SWIFT & COMPANY	BLACKETT-SAMPLE-HUMMERT, INC.
U. S. FIDELITY & GUARANTY COMPANY	VAN SANT, DUGDALE & COMPANY
U. S. VITAMIN CORPORATION	FRANK PRESBREY COMPANY
WADSWORTH, HOWLAND & COMPANY	J. STIRLING GETCHELL, INC.
WANDER COMPANY	BLACKETT-SAMPLE-HUMMERT, INC.
WARD BAKING CORPORATION	FLETCHER & ELLIS, INC.
WARISSE BAKING COMPANY	W. E. LONG COMPANY
WELCH GRAPE JUICE COMPANY	H. W. KASTOR & SONS ADVERTISING CO.
WILLIAMSON CANDY COMPANY	JOHN H. DUNHAM COMPANY
WILLYS-OVERLAND COMPANY	U. S. ADVERTISING CORPORATION
YOUNG MEN'S CHRISTIAN ASSOCIATION	FRANK PRESBREY COMPANY

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and
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HOLLYWOOD OFFICE: 6331 Hollywood Blvd., Telephone GLadstone 7353 ● DAVID H. GLICKMAN

Outgo Unknown

IN THIS issue, for perhaps the last time, we publish a dollar-volume (estimated) analysis of broadcasting in 1937. The figures were computed for the BROADCASTING 1938 Yearbook Number by Dr. Herman S. Hettinger, pioneer radio economist and originator of the business index for the broadcasting industry.

Gross time sales, based on the best available data, indicate that 1937 was a $140,000,000 year—19% ahead of the preceding year. That is a credible showing. From the analysis the industry will be in a position to determine how best to concentrate its sales efforts during the ensuing year.

But there is another side to this statistical picture—the side that doesn't show when estimating receipts. That is the disbursement side of the ledger. There are no statistics on expenditures to complete the balance sheet. How much was expended for talent, equipment, maintenance, music and sundry other items? Those figures are needed to tell radio's complete story. Five years ago perhaps half the stations were in red ink. Today the number is substantially less, but there nevertheless is a sizable group still in the unfavorable classification. Moreover, it must be remembered that in radio broadcasting, the hazard of operating under a six-month license tenure makes the industry as a decidedly unstable business.

We mention all this because of the fantastic and ofttimes grotesque deductions made by enemies of radio about profits derived from a "government franchise". They get only the income side of the story—never the outgo. They forget the financial hazards inherent in radio. They forget the sums invested by those who pioneered the industry, when they had little upon which to base any thought of ultimate return except imagination and foresight.

At the outset we said we published the 1937 time sale estimates for perhaps the last time. The last convention of the NAB in New York in October adopted a resolution offered by Harold V. Hough, general manager of WBAP, Fort Worth and NAB treasurer, ordaining publication of radio business statistics in terms of "unit hours" instead of gross dollars. The NAB forthwith ceased issuing its monthly business index. The networks, however, still issue their figures on a monthly basis.

We concur wholeheartedly in the Hough resolution. As a matter of fact, income figures for all of the advertising media are simply estimates, based upon one-time rates, and are misleading and subject to misinterpretation. That's why newspapers talk in terms of lineage. We trust that when 1938 ends, statistics for the industry will be entirely in terms of "unit hours" sponsored in the various classifications and among the several station groups, and will become recognized as the best possible barometer of broadcast advertising business.

Honor Bound

NEARLY three months ago, the NAB sent to all stations a letter dealing with the cooperative educational project worked out by the Federal Radio Education Committee under the aegis of the FCC after nearly two years of effort. The plan involved a fund of $250,500 to be expended over a four-year period. The Rockefeller and Carnegie foundations have already pledged $167,500; the broadcasting industry is asked to subscribe only $83,000 over a two-year period.

The project, we feel, is meritorious. Its objective is cooperative improvement of educational broadcasting. It is the fruit of some of the best minds in education and radio. In effect, it is a compromise, after years of bickering between broadcasters and educators over use of the ether as a means of broadening the educational horizon.

Thus far, we are told, only 100-odd of the 700 stations have pledged contributions to the $83,000 fund. That is a deplorable showing. Stations were asked to donate twice their highest quarter-hour rate to raise the first year's quota, and one-half that amount for the second year. Failure of stations to subscribe the fund might be more than embarrassing—it probably would result in political repercussions of a serious nature.

Broadcasting as an industry, is *honor bound* to contribute its share toward this cooperative educational experiment. Its failure to do so might be accepted as justification for many of the harsh things said about commercial broadcasting.

If We Were the FCC

DESPITE the presidential hypodermic given the FCC, baiting of that beleaguered board by a few calamity-howling Congressmen, using last year's words and music, continues. And the boring from within the FCC itself persists in an obvious way.

The FCC, under its new leadership, should be given a chance, but time is a-wasting, and resolute, prompt and firm action is essential.

If we were the FCC we would:

Pursue the policy of cooperation with industry, under which the good offices of the Government would be employed to effect improvements, all along the line.

Realign personnel to plug glaringly weak spots in no small way responsible for criticism heaped upon it.

Promulgate new rules and regulations to govern broadcasting in the light of the North American agreement reached at Havana, and thereby lay the basis for hearings on the impending reallocations—inevitable hearings that should not be delayed.

Give broadcast stations three-year licenses, as the law permits, in lieu of the present six-month tenures, and thereby encourage stability in the industry.

By moral suasion, initiate steps for elevation of program standards in order to correct, cooperatively, whatever flaws may exist, and to place emphasis on the "public service" rather than the purely "showmanship" aspects of programming.

Meet fearlessly and expeditiously such matters as policy with respect to transfers of stations, newspaper ownership, network ownership and monopoly allegations.

Continue the crusade against political interference with its judgments, and carry out the letter of the law which Congress has enacted.

We advance this platform because we feel that the Commission has been subjected to much unjustified criticism, largely pernicious propaganda even reaching the level of "gutter gossip". Much of the Commission's work is praiseworthy and the beneficial effects are felt generally. These, however, have been overlooked in the steady stream of rumors, "planted stories," inuendos and picayunish fault-finding engendered by its enemies. The FCC staff, by and large, forms as good a personnel nucleus as there is in official Washington. Effective and forceful direction, and the courage to meet pending issues, will solve its problems.

The RADIO BOOK SHOP

AS EVIDENCE that sponsors are already preparing to adopt and endow television, Fred Fidler, manager of the St. Louis office of J. Walter Thompson Co., points out in an article in the company's house organ, *People*, that all new contracts signed with the agency's artists include television rights. The article "Television—A Near Reality," considers the question, "Someone must pay the price—who will it be?" and presents two possible solutions: Application of the new force by and through government, or let industry and commerce pay the bill by advertising.

WITH new chapters added to cover new constructional details, etc., the 1938 *Radio Amateurs Handbook* is an even more comprehensive treatment of the amateur shortwave field than its 14 predecessors. The new volume contains 564 pages, 600 illustrations, 73 charts and tables and 111 practical equations and formulae, making it probably the most important single volume of technical radio information ever published. [American Radio Relay League, W. Hartford, Conn., paper bound $1 in U. S., $1.25 elsewhere; buckram, $2.50.]

XUM

We Pay Our Respects To —

LEONARD THOMAS BUSH

"RADIO has changed a lot since we put the first Procter & Gamble program on the air back in 1922 or '23," says Leonard T. Bush, media director of Compton Adv. Inc., "but it's just as good an advertising medium now as it was when the sheer novelty of hearing voices over the air gave the advertiser's message an unprecedented attention.

"For as radio and the radio audience have been growing up and becoming more sophisticated we have been learning how to use it. In the early days commercial programs were deadly serious. Advertisers, no less than performers, came to the microphone with the feeling that they were addressing a vast assembly, millions of people hanging on their every word, and in consequence the early commercial messages were usually written in the best rostrum manner and delivered with all stops out."

Radio, as Bush points out, has come a long way, but no farther than Leonard Thomas Bush since he made his first impromptu appearance on this earth in Nottingham, England, in the year 1891. He is, however, no recent importation from Britain. Brought to America at the age of five, Leonard grew up in normal American fashion in Philadelphia, attending that city's public schools and, when he had been graduated from high school, again followed American tradition by leaving home to seek fame and fortune in New York. He began his advertising career in 1913 with John O. Powers Co., a small advertising agency where, says Bush, "I got a very thorough education in advertising and a very small salary."

When America entered the war Leonard joined the Navy and spent a year or so with the Bureau of Docks & Yards in Washington, his actual maritime experience being confined to canoeing on the Potomac. After receiving his discharge in the spring of 1919, he returned to New York and went to work for the Blackman-Ross Co. Here he has stayed ever since, and while the agency has changed its name to Blackman Co., Blackman Adv. Inc. and, now Compton Adv. Inc., Bush has become increasingly important in its operations, at present being vice-president, secretary, treasurer and director of media.

While his duties involve a wide variety of advertising activities Bush has been closely associated with the agency's radio work ever since that first P & G series, which, incidentally, was the first daytime commercial program ever to be broadcast over a network. Three other stations were connected by wire to WEAF, then owned by AT&T, and on this four-station hookup a 10-minute recipe program was broadcast once a week for 10 weeks in the interest of Crisco.

A few years later he bought for the same sponsor a full hour of Saturday morning time on NBC's Red network for a sort of radio household column, a conglomeration of household hints and recipes interlarded with singers and organ music.

"Even at that early date we realized that daytime was the time to reach the housewife most economically," says Bush, "although we did not yet know just how to attract her attention most effectively. Nor in those days was much art needed on our part. Up until a couple of years ago the radio audience was increasing tremendously from year to year, so that there were always hosts of new set-owners who would listen to anything we gave them, entranced by the novelty of it all.

"All the time, however, all of us who were interested in radio advertising were experimenting with this new medium, building techniques that were increasingly effective. One big step was the development of the radio serial, whereby the same entertainers or program material was broadcast at the same time each day, so that the listener was exposed to the advertiser's sales talk not once but five times a week, with gratifying sales results. Carrying that idea a little farther, Procter & Gamble, one of the most extensive users of these daytime serials, has also pioneered in the idea of multiple broadcasting in major markets on a single day.

"This firm was the first to put a program on both of NBC's networks, broadcasting the day's episode on one network in the morning and repeating it on the other the same afternoon. This not only gives the regular listener a choice of times at which to hear the day's installment of the serial, but also greatly increases the audience of the program and the commercial message. The principle can be figured out on a cost-per-listener basis exactly as is done when a newspaper advertisement is run in two papers in a single city. In some cities more than one program is used to advertise a single product.

"For instance, Ivory soap is plugged on six daily broadcasts in New York: *The O'Neills* and *Mary Marlin* are broadcast each morning on WJZ and repeated each afternoon on WEAF; *The Gospel Singer* is broadcast each noon on WJZ, and *Judy & Jane* each afternoon on WOR. While there is some danger of excessive duplication, this is usually offset by the increased effectiveness of multiple impression of the sales talk."

Denying that he has any ten commandments or 100 points that every young radio man should know, Bush believes that the only workable radio credo is constant study of the possibilities of this still young medium, which he thinks have scarcely been scratched as yet. Outside of office hours he is an ardent explorer of golf (explorer meaning one who is off the beaten path, he says, which fits him exactly) and is a member of the Maplewood and Pine Valley Country Clubs. Bloomfield, N. J., is his home address, where he and Mrs. Bush are joined during the summer by daughter Ellen Jean, now a sophomore at Syracuse University where she is studying journalism.

PERSONAL NOTES

M. H. PETERSON, vice-president of Van Cronkhite Associates Inc., Chicago, has joined the sales staff of the Mutual Broadcasting System, that city, to work with Ade Hult and George Harvey. The Chicago MBS sales staff is now equal in size to that of the New York staff. Peterson was formerly with NBC-Chicago, radio director of Blackett-Sample-Hummert Inc., Chicago, and head of the New York office of Hearst Radio Inc.

K. G. MARSHALL has been promoted to the presidency of WBRC, Birmingham, Ala., and J. C. Bell, former secretary-treasurer, has been named vice-president. Eloise H. Hanna is the new secretary-treasurer.

JEROME SILL, formerly vice-president and radio director of Aarons, Sill & Caron, Detroit, has joined the CBS sales promotion department as assistant to Edwin S. Reynolds.

A. P. RAUER of the sales staff of WTMV, E. St. Louis, Ill., has announced his engagement to Miss Lavorne Conley.

WALTER E. EVANS, formerly of WHB, Kansas City, has joined the sales staff of WIP, Philadelphia.

ROY THOMSON, owner of CKGB, Timmins; CJKL, Kirkland Lake and CFCH North Bay, Ont., is spending a month's vacation at St. Petersburg, Fla., and Havana.

FRANK KELLY, commercial manager of WHAM, Rochester, has resigned, effective Jan. 17, to become assistant to Clifford M. Taylor, commercial manager of WBEN, Buffalo.

E. A. WEIR, commercial manager of the Canadian Broadcasting Corp., is back at his Toronto office, after an illness of several months.

HARRY A. EARNSHAW, head of Earnshaw Radio Productions, Hollywood, has returned to his desk after a three-week illness.

EDWARD J. SAMUEL, director of sales of WMAS, Springfield, Mass., since 1934, has resigned. He has not made known his future plans.

ROY H. THOMPSON, president of Northern Broadcasting Co., operating CFCH, North Bay; CKGB, Timmins, and CJKL, Kirkland Lake, all in Ontario, has gone to Florida for his first vacation in five years.

WILLIAM FAY, manager of WHAM, NBC affiliate in Rochester, N. Y., on Jan. 24 will be vocal soloist on *Music Is My Hobby* on the Blue network, originating in New York.

LESLEY C. PAUL for the past five years manager of the Westinghouse press bureau at East Pittsburgh, has been transferred to Springfield, Mass., representing the E. Springfield and Chicopee Falls plants and the district sales office of the company in their relations with the local press. He is also in charge of press relations and promotion of the company's radio stations. His headquarters will be in the radio division plant at Chicopee Falls, Mass., to be moved May 1 to Baltimore [BROADCASTING, Jan. 1].

THEODORE C. STREIBERT, general manager of WOR, Newark, and vice-president of MBS, made his debut as a radio speaker over MBS on Jan. 2, speaking on "1937 in Review" during a program that featured the reenactment of the coronation of King George VI from transcription after special permission had been secured from the BBC.

EUGENE CONKLIN, 26, a University of Michigan graduate, has joined the sales staff of WJSV, Washington.

WILLIAM S. WRIGHT, formerly account executive of Lorenzen & Thompson, Los Angeles advertising agency, has joined KMPC, Beverly Hills, Cal., as salesman. Bob Reynolds, new to radio, has also been added to the staff as junior salesman.

HOWARD LANE, business manager of the McClatchy radio stations and general manager of the California Radio System, recently became the father of a baby boy born in Sacramento.

RALPH EHRESMAN of the sales staff of WMBD, Peoria, is taking an extensive tour of Europe.

BURRIDGE D. BUTLER, president of WLS, Chicago, and KOY, Phoenix, has returned from a trip into Mexico.

HOWARD O. PETERSON, promotion manager of WOW, Omaha, addressed the press club of Creighton University last month on radio news.

JOHN J. HASSLER, former administrative assistant to Commissioner Paul A. Walker, has entered law practice in Oklahoma City. He is associated with the firm of Scott Ferris, Democratic national committeeman from Oklahoma.

JOHN ESAU, for two years manager of WBBZ, Ponca City, and KASA, Elk City, Okla., has joined KTUL, Tulsa, as merchandising-promotion manager.

F. E. MAYHEW, who left KASA, Elk City, Okla., in February, 1937, to join the commercial staff of XEMO, Tia Juana, Mexico, has returned to that station as manager and commercial manager, replacing John Esau, now with KTUL, Tulsa.

AN OPEN LETTER TO THE CROWELL PUBLISHING CO.

70% OF ALL NEW MAGAZINES ARE FLOPS

—so what!

IN THE preceding issue of TIDE, and in other journals, you—the Crowell Publishing Co.—have taken a swinging, open punch at radio. We admire your candor. But we think very little of a business-philosophy which results in such advertising. And we think even less of your logic. This is why.

Your phrase for radio is "the show-business." And you say: *"It isn't a business—just a gamble.* Because some shows fail, people who go into the show-business are suckers; better known as *'angels'*—who are, of course, *uninterested in material awards."* But wait! In the next breath you say: *"Magazines are in the show business too!* In fact, *magazines are the Greatest Show On Earth All The Time!"**

We wish you'd make up your mind.

But that's not the purpose of these pages—to ask you to explain the logic of your position. Nor is it our purpose to retaliate by having "radio" take a swing back at "magazines." What point would there be in our writing an advertisement around the terrifically high percentage of new (and old) magazines which flop; or about the 135 general magazines published in 1920, of which only 53 are alive today! To get, *and keep,* the public interested in a magazine is one of the hardest jobs on earth — infinitely harder, as a matter of fact, than creating a good radio program. So what! The measure of success is not that which dies *but that which flourishes.*†

* * *

This, however, is not what interests us most about your current "anti-radio" campaign. We are quite frankly puzzled by two points. And the first is as bewildering as the second.

1. What can any important factor in the adver-

---

* The italics, in this paragraph, are direct quotes from the Crowell advertisement.

† For a flourishing and hardy example of success, glance at the current figures for radio advertising on page 9 of this issue of **Broadcasting.** It contains an analysis of 1937 radio expenditures. Last year was the biggest year in radio history; topping 1936 which was, in turn, the biggest year; which topped 1935, another "biggest year."

XUM

tising business hope to gain from an attack on any other important factor? Is it a contribution of any kind to advertising? Whom does it hurt? Whom will it benefit?

2. The second point is even more puzzling. You didn't really take a swing at radio, but *at the judgment of your best customers*—the people who have made *both* magazines and radio forceful advertising media. You suggest, without a blink, that the leading advertisers and agencies know what they're doing only when they do it in *magazines!* You imply that when these people buy radio their judgment, unaccountably, goes screwy. Suddenly, they have become "angels!"

Let's look at a few of these people. Does *Standard Brands* hang on to its Sunday evening spot (now, for over six years) because of a suppressed desire to get into the show-business? Is *General Foods* turning 80% of its total appropriation into radio merely to amuse its stockholders? Has *Wrigley* been on the air for nine consecutive years because the company has lost its shrewd touch for mass advertising? Do the *cigarette companies* persist in increasing their radio expenditures because they like to see their *profits* go up in smoke? (Or is it because in 1937, and 1936, the consumption of cigarettes in this country reached *all-time highs?* And maybe radio had something to do with that!)

What of the *magazines* on the air? Does your own *Woman's Home Companion* sponsor the Jean Abbey programs (for how many years, now?) because it wants to get "inside dope" on radio—or because it finds your advertisers just love the radio-time you give them? Why is the *Crowell Publishing Co.*—in addition to its Jean Abbey programs—starting a series of 5-minute "live" programs, on January 17th, over a number of stations; giving excerpts from your *Country Home* over the air? Is *Life* on the air because its editors want to hear what their stuff *sounds* like? Is that also why *Look* is on the air? And so on . . . *down the long list of magazines which increasingly use radio (and very sensibly) for exactly the same reasons the country's leading advertisers do.*

* * *

But why continue? Why engage in fruitless internecine warfare? Why, especially, when our own radio executive and advertising ranks are largely made up of men from the publication field, finding a new interest and new zeal in the fascinating realm of audible journalism? (Note: On Oct. 18, 1937, Frank Braucher (pronounced *Brower*), lately vice president and director of Crowell Publishing Co., joined WOR as vice-president in charge of sales.)

* * *

One more paragraph, and we're through for the day. To call the advertising business a "show-business" is to use a poor term for the very heart and vitality of advertising. What *is* advertising if not the business, and art, of making an impression on people? What is showmanship if not the same? What is a good head-line, a modern layout, the proper use of color, if not showmanship? What are the human voice, and music, and humor, and drama, if not the oldest and most effective, forms of showmanship? But all are *advertising,* too—as radio, and even magazines, have made clear. So why not *call* them advertising, when you're talking about the craft which supports both magazines and radio.

This much is certain: As new and effective types of "showmanship" become available, *advertising men will always be the first to utilize them:* not only to enrich the art of advertising, but as part of their obvious duty to their clients.

And that is the whole history of radio advertising.

BROADCASTING

Broadcast Advertising

THE MAGAZINE FOR THE RADIO ADVERTISING INDUSTRY

HAROLD McWHORTER, onetime owner of WPAR, Parkersburg, W. Va., has been called in by WALR, Zanesville, whose management was recently taken over by Ronald B. Woodyard, to reorganize the station's program department. He will remain with the station for a few weeks only. Bob Horn, former program director, has been made a member of the announcing staff.

WALTER T. EVANS, formerly of WHB, Kansas City, has joined the sales staff of WIP, Philadelphia.

LLOYD GEORGE VENARD, director of sales and merchandising of WCKY, Cincinnati, has been appointed to the entertainment committee of the Association of Manufacturers Representatives and the Ohio Valley Druggists Assn.

CONNIE STEVENSON, formerly publicity director of KOL, Seattle, has joined KMTR, Hollywood, in a similar capacity.

B. A. MAURY, formerly of B. F. Goodrich Co. and Kass-Tohrner Radio Productions, New York, and Earl Schueren, formerly of the *Cleveland News* advertising department, have joined the sales staff of WGAR, Cleveland.

BEATRICE T. WRIGHT, formerly of WAPI, Birmingham, has joined the staff of WJBY, Gadsden, Ala., as production manager and program director. Sam Benton, formerly of WAPI, has joined the WJBY staff as chief announcer and promotional manager.

SHEILA STEWART, formerly of CJRM, Regina, Saskatchewan, has joined the music staff of KLZ, Denver.

S. H. PATTERSON, general manager of KGGC, San Francisco, was elected chairman of the Northern California Broadcasters Association at its annual election held in San Francisco. Bob Roberts, manager of KYA, San Francisco, was named secretary. The association membership consists of executives from eighteen stations in Northern California.

JOHN VAN CRONKHITE, who recently resigned as president of Van Cronkhite Associates Inc., has joined International News Service in an advisory capacity. Walter E. Moss, sales director of INS, told BROADCASTING that no changes in the wire setup of the organization are contemplated, but that Van Cronkhite will be employed in studying ways of improving INS service to stations.

Attacked at Mike

WHILE Arthur Garfield Hays, counsel for the Civil-Liberties Union, was broadcasting an attack on the treatment given to CIO organizers by Mayor Frank Hague of Jersey City, over WEVD, New York, on Jan. 4, an unidentified woman in the studio dashed a handful of pepper into his face and shouted "You lie." Kenneth Mott, engineer at the controls, immediately shut off the broadcast, but not before the woman's scream and a few curses had gone out over the air. Mr. Hays, whose glasses protected his eyes, brushed the pepper from his clothes and resumed his broadcast, explaining to his listeners the cause of the interruption. It was announced that he would repeat his speech a week later. Two evenings later WOR, Newark, broadcast a mass meeting in Jersey City, where Mayor Hague and other officials defended the city's action in barring CIO organizers and sympathizers, and followed this program with answers by Morris Ernst, CIO attorney, and Dean Spaulding Frazer of the Law School of the University of Newark, broadcast from the station's New York studios, without any untoward events.

BEHIND the MIKE

DICK FALKNER, formerly with KDKA, Pittsburgh, and WSOC, Charlotte, has been appointed program director of WAPI, Birmingham, which on Jan. 1 shifted from NBC to CBS. Clint Blakely, formerly with WBIG, Greensboro, N. C., is assistant program manager and announcer. Lionel Baxter has been appointed chief announcer. Others on the newly reorganized staff are Joe King and Don Frank, announcers; Nell McFarland, in charge of traffic; Willanna Walker, handling women's shows, and James Merrill, merchandising manager.

NEIL NORMAN, sports announcer of WIL, St. Louis, escaped with only bruises and slight shock when his car blew a tire recently.

CHARLES BERRY, publicity director of WOV-WBIL, New York, has been assigned to do announcing and continuity for the stations, according to Miss Hyla Kiczales, general manager. Mr. Berry is succeeded by Ed Dukoff, for some years in theatrical publicity work.

MERRILL INCH, newly-appointed KOH, Reno, Nev., continuity director, and Patricia Crooks, formerly staff pianist of WOMT, Manitowoc, Wis., were married recently in the former city.

PETER POTTER, CBS Hollywood producer, has been signed by Selznick International Productions for a role in the motion picture *Gone With the Wind*.

DON LOGAN has been named radio editor of the *Oakland Post Enquirer*, succeeding Bill Holmes, who resigned to join the NBC continuity staff in San Francisco.

STONEY McLINN, veteran announcer and commentator on WIP, Philadelphia, will be entertained Jan. 19 at a testimonial dinner celebrating his 30th year in radio.

JEAN STADLER has joined the program staff of WIP, Philadelphia.

LESLIE BROOKS, formerly of WJTS, Jackson Tenn., has joined the announcing staff of WMPS, Memphis. Claire Weidenaar has left WMPS to become radio promotion director of the *Cincinnati Post*.

DAVE NOWINSON, publicity director of the Iowa Network, has an article called "The Hoax That Became History" in the February issue of *Photo Facts*.

DALE MORGAN, formerly of the Iowa Broadcasting System sales division, has re-joined the IBS announcing staff.

LORRAINE GRIMM, actress of KMOX, St. Louis, and Ray Sweeney, of the KMOX continuity staff, recently announced their engagement.

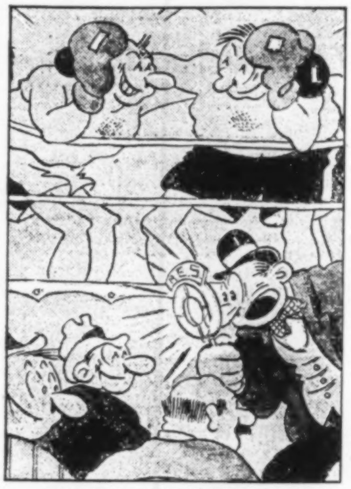
JAMES B. LITTLE, formerly of WPTF, Raleigh, N. C., has joined the announcing staff of WFBC, Greenville, S. C.

ANDREW LOVE, in charge of NBC Hollywood continuity acceptance department, on Jan. 19 starts a new series of weekly classes in radio continuity writing at the University of California Extension Division, Los Angeles.

ALBERT MANNHEIMER, M-G-M writer, has been assigned to the writing staff of the NBC *Good News of 1938* program sponsored by General Foods Corp.

LEWIS BROWNE, CBS Hollywood commentator and author of several books, has been invited by the Mexican Government to serve as visiting professor of literature at the 1938 Summer University of the Centro de Estudios de Mexico.

KELLY ANTHONY, program director of KFI-KECA, Los Angeles, is confined to his home by illness.



Chet Smith for Publishers Syndicate

"Listen to That Announcer, will yuh? I Had No Idea We Were Puttin' Up Such a Swell Fight."

Lessons for WBIG

TWICE weekly the announcing staff of WBIG, Greensboro, N. C., attends a school of correct speech. The school is conducted each Monday and Friday evening, by Dr. Elbert R. Moses, Jr., instructor of English and director of the speech improvement department at the University of North Carolina, Woman's College. He is a nationally-known authority on correct speech and will give a three month's course to the WBIG announcers. Within a few weeks the speech clinic will be aired for 15 minutes twice weekly over WBIG.

TED MacMURRAY, of the WBBM, Chicago, production staff has been appointed production supervisor succeeding Bob Hafter, now assigned to the Wrigley *Double Everything* series. Ray Wilson, of Chicago *Variety* staff, has joined WBBM as a producer.

CARL WESTER, head of the Chicago writing and production firm bearing his name, is the father of a baby girl, Carol Jane, born in December.

GEORGE FERGUSON and Larry Kurtze of the WLS Artist's Bureau, Chicago, have gone to Hollywood to take over the booking of all Republic Film Co. stars. Included among Republic's stars are three former WLS artists, Smiley Burnette, Max Terhune and Gene Autry.

FAYETTE KRUM, author of the NBC *Girl Alone* program will leave her Lake Forest, Ill., home Feb. 1, for a six-week vacation near Phoenix, Ariz., continuing to write her scripts.

HARRY CREIGHTON, announcer and sports expert at WAAF, Chicago, picked all five winners of the football games on New Year's Day. In two games Creighton predicted the exact number of touchdowns.

MISS ROSALIE KRAUSE of the production department of WHN, New York, was married Jan. 7 to Walter Jacobs.

HARRY CROW, auditor of WJSV, Washington, recently became the father of a baby girl, his second daughter.

BOB ROGERS has resigned from the announcing staff of KFAC, Los Angels.

ROBERT T. COTTINGHAM, formerly of the NBC news and special events department in New York and recently at WRC-WMAL, Washington, has joined the publicity department of KYW, Philadelphia. He married Miss Vivienne McClung, of Oklahoma, Dec. 29.

AL LEE, of Indianaolis, new to radio, has joined the announcing staff of WLBC, Muncie, Ind.

LAWRENCE TREXLER, formerly of WNOX, Knoxville, has joined WCPO, Cincinnati, as news commentator.

LEONARD STRONG, announcer of KSL, Salt Lake City, scored a 204 for the KSL team in bowling competition this month and was the subject of considerable comment in the local sporting pages. It is his first year of bowling.

KENNETH GFELLER, former "singing doorman" of WHO, Des Moines, has returned to the station as assistant continuity director. On Dec. 26 he married Miss Bernice E. Engdahl, of Davenport, Ia.

ROBERT B. EVANS, sports reviewer at WGAR, Cleveland, for three years, has joined the news and promotion staff of WBZ-WBZA, Boston-Springfield. He is the son of Billy Evans, well-known sports figure now director of the Boston Red Sox baseball farms.

THOMAS LOEB, announcer of WDNC, Durham, N. C., on Jan. 17 joins the radio department of Lord & Thomas, New York.

MISH ROSE, of WPEN, Philadelphia, is the "Bob Ridley" selected in competitive NBC auditions for the Metropolitan Opera.

GUY WALLACE, announcer of WHK, Cleveland, and Bernie Dennis, former WHK-WCLE staff artist, were married Dec. 29.

WILLIAM WISEMAN, promotion manager of the former *Omaha Bee-News* has been named editor of *The WOW News Tower*, house organ. He joined WOW two months ago.

BOB TROUT, CBS public events announcer, will address the Springfield, Vt., Chamber of Commerce in that city on Jan. 20.

JAMES WALLINGTON, CBS Hollywood announcer on *Texaco Town*, has been signed for a role in a motion picture to be produced by Republic Productions Inc.

JOHN HEISTAND, Hollywood announcer, has been assigned to th NBC *Mickey Mouse Theatre of th Air*, sponsored by Pepsodent Co.

JOHN ALDERMAN, announcer KABC, San Antonio, is the father a baby boy born Dec. 31.

JOHN GROLLER, announcer, h been named production manager WGBI, Scranton. William H. Pier has been named chief announcer.

MERWYN LOVE, continuity writ has been advanced to the program rectorship of KOAM, Pittsburg, Ka

JAN WILLIAMS, formerly of WH Des Moines, has joined KOIN-KAL Portland, Me., as singer and mem of the production staff.

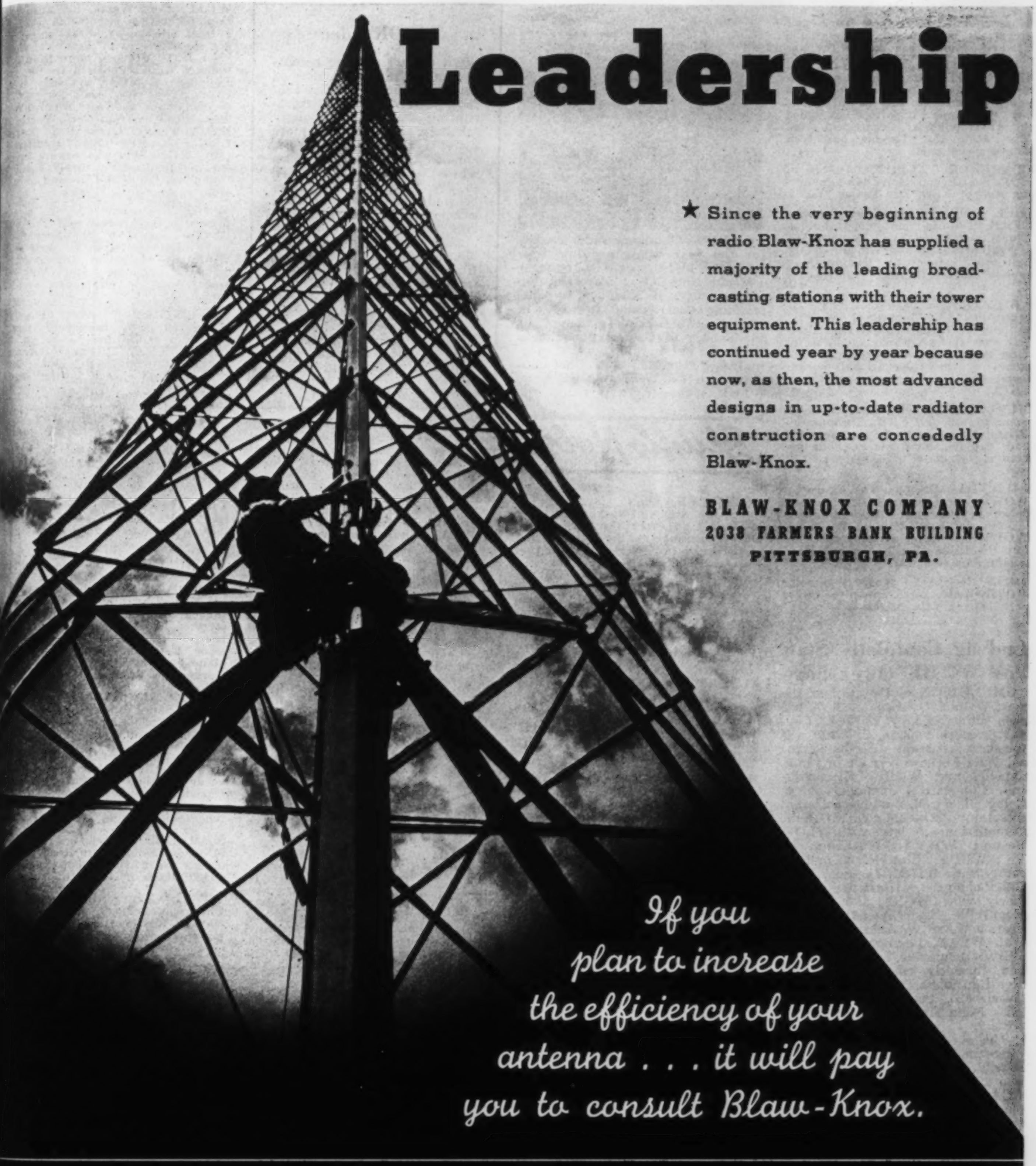
JIM FARIS, continuity writer KOIL, Omaha, is recovering from emergency apendectomy perform Jan. 6 at Immanuel Hospital, Oma

JOHN NESBITT, San Francisco network commentator, and Bea Gwin Berkeley, Cal., were married in the latter city last July, it was revealed when the couple sent out New Year's cards signed "Mr. and Mrs.."

SID SCHWARTZ, formerly director of publicity of WNEW, New York, has assumed a similar position with Atlas Radio Corp., N. Y.

ADOLPHE OPFINGER, program coordinator of Mutual, left New York Jan. 9 to visit affiliated stations in Washington, Cincinnati, Cleveland Chicago, Detroit and Toronto.

Leadership



★ Since the very beginning of radio Blaw-Knox has supplied a majority of the leading broadcasting stations with their tower equipment. This leadership has continued year by year because now, as then, the most advanced designs in up-to-date radiator construction are concededly Blaw-Knox.

BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING
PITTSBURGH, PA.

If you plan to increase the efficiency of your antenna . . . it will pay you to consult Blaw-Knox.

BLAW-KNOX VERTICAL RADIATORS

TED WEBBE, formerly chief announcer of WNEW, New York, and previously manager of the station's Newark studios, has joined the announcing staff of WMCA, New York.

JEAN STADLER, formerly with Elkin-Vogel Music Co., Philadelphia, has joined the program staff of WIP, that city. Miss Anne Fitzpatrick has joined the WIP publicity department and Miss Jean Mac Latchie has been named receptionist.

CLARENCE TALBOT, formerly of KOL, Seattle, has joined the announcing staff of KSO, Des Moines, Ia.

DICK McDOUGAL, formerly with CFRB, Toronto, has joined the announcing staff of CKCL, Toronto. McDougal arranged and announced the first broadcasts of the Dionne Quintuplets from Callander, Ontario, for CBS.

AL LEARY, manager of CKCL, Toronto, has gone to Avon Park, Fla., to joint the Toronto Maple Leaf Baseball club at its training quarters for three weeks. Leary broadcasts all home games of the International League team, and is sports commentator of CKCL.

MISS CLAIRE WALLACE, topics commentator of CFRB, Toronto, for Bristol Myers products, fractured her knee cap on Christmas eve, but has been carrying on with her leg in a cast.

BILL DAVIES, announcer of WOWO, Ft. Wayne, Ind., recently spoke to the local Torch Club on "Youth in Radio." Bob Wilson, WOWO newscaster, recently spoke before the Lions Club of Auburn, Ind., on the Japanese war.

JOHN McCLOY, program director of WROK, Rockford, Ill., is the father of a baby girl born Jan. 4.

Ludwig Completes Staff For WOMI, Owensboro

COMPLETION of the staff of the new WOMI, Owensboro, Ky., has been announced by Lyell L. Ludwig, general manager, who was formerly assistant director of the old WKBF (now WIRE) in Indianapolis, and WGBF, Evansville, Ind. Commercial manager is G. Colby Blackwell, onetime assistant secretary of the old Federal Radio Commission, and later with WLOE, Boston; WWVA, Wheeling, W. Va.; WFDF, Flint, Mich., and recently with WIBM, Jackson, Mich. Chief engineer is Earl Jagoe, formerly with WGBF and WEOA, Evansville, Ind. Assistant engineers are Asa W. Adkins, formerly with WLAP, Lexington, Ky., and WHAS, Louisville, and Burch Hayden, formerly tube engineer with Ken-Rad Radio Tube & Lamp Corp., Owensboro. Program secretary is Miss Edna Mae Brown, of Owensboro.

The station will go on the air some time between Jan. 15 and 25. It will operate with 100 watts night and 250 day on 1500 kc., using an RCA 250-G transmitter, RCA speech input, microphones and turntables, General Radio frequency monitor and Truscon 180-foot tower. NBC Thesaurus transcription library services has been ordered. The station is licensed to the publishers of the *Owensboro Messenger* and *Inquirer*.

CALIFORNIA History and Landmarks Club will hold a radio day on Feb. 10 with a program devoted to early days of broadcasting in Los Angeles. Speakers will include Carl Havelin, sales manager of KFI-KECA, Los Angeles, and Dr. Ralph L. Power, Los Angeles radio counselor.

AWARDS—Oklahoma radio awards for the year went to Eddie Gallaher, KTUL sports announcer (second from left); Miss Carolyn Montgomery, of KTUL, for "outstanding contribution to radio in Oklahoma"; Edwin I. Reeser, of the agency of the same name, in Tulsa, for outstanding service, originality, production and showmanship. At left is William C. Gillespie, KTUL manager, who made the awards.

Studio Notes

FOURTEEN Ohio stations were linked into a special hookup the night of Jan. 3 to carry Gov. Martin L. Davey's message to the joint session of the legislature. WHKC, Columbus, was the key station, feeding the speech for a half hour to WBNS, Columbus; WHK, WTAM and WGAR, Cleveland; WKBN, Youngstown; WSAI and WKRC, Cincinnati; WHIO, Dayton; WHBC, Canton; WPAY, Portsmouth; WADC, Akron; WALR, Zanesville; WSPD, Toledo.

ALBERT A. CORMIER, general manager, WINS, New York, has announced a new policy covering news broadcasts. Since Jan. 3, the station has broadcast its INS news every-hour-on-the-hour, starting at 7 a. m. and continuing through the day.

HARRIET PAGE, radio columnist of KDYL, Salt Lake City, transcribed nine programs to be broadcast during her absence in mid-January. Her thrice weekly series is sponsored by Albers Bros. Milling Co., Seattle.

WLS, Chicago, carried a special half-hour program from El Paso, on New Year's Day, originating at KTSM. In addition to brief descriptions of the floats in the parade and music by several of the 18 bands on hand for the celebration, the broadcast included remarks from Lieut. Gov. Walter F. Woodul of Texas, Gov. Clyde Tingley of New Mexico, the Sun Queen, as well as numerous other dignitaries.

ORSON WELLES' program on Mutual, *The Shadow*, on Dec. 26 was expanded to the Pacific coast on a sustaining basis. Continuing on 11 Mutual stations for Delaware, Lackawanna & Western Coal Co., New York (Blue Coal), the program is now heard on 23 Don Lee stations as well. Agency is Ruthrauff & Ryan Inc., New York.

KALE, Portland, Ore., will begin operation with its increased power of 1,000 watts day and night on or about Feb. 15, according to an announcement Jan. 5 by C. W. Myers, its executive head. Present equipment will be augmented for the power increase, he said. A Blaw-Knox quarter-wave vertical radiator has been installed within the last year.

WGAR, Cleveland, gave a 10% bonus for the year, as well as gifts to all members of the staff as a Christmas token. A Christmas party was held in connection with the presentation.

WOR Juice

WOR engineers were recently faced with the problem of painting the station's 385-foot towers without interrupting its 19½-hour daily schedule. One workman, more intrepid than the others, climbed the tower one dawn when the power was reduced to five kilowatts. Engineers boosted the power to ten, twenty, thirty kilowatts, and still the worker lived. Conclusion was that it was feasible to climb the towers at any time the station is broadcasting. Engineers decided that although a potential of over 3,000 volts runs through the steel frameworks, contact with it is safe as long as the body of the workman is divorced from ground potential.

WPA FEDERAL Theatre, Radio Division, will continue *Tish* for ten more weeks, through an arrangement with Mary Roberts Rinehart, who is donating radio rights to the stories. On Jan. 13 the program changed time on CBS; formerly heard Wednesdays at 9:30-10 p. m., time is now Thursdays, 10-10:30 p. m. According to WPA, at least two advertisers are considering sponsoring the program. If *Tish* goes commercial, all WPA employees connected with it would go off the project and thus return to private industry.

A SERIES of fortnightly international broadcasts, arranged by the German broadcasting company, Reichs Rundfunk Gesellschaft, started Jan. 10 on NBC-Red network, to be heard alternate Mondays.

NBC-Blue network on Jan. 5 started a series of concerts by the Cleveland Orchestra, directed by Artur Rodzinski.

WGES, Chicago, has started a daily program for Jewish housewives featuring "Mrs. Gold" as the woman's helper. Program is under direction of Julius Miller, who has a number of Jewish programs on other Chicago stations.

NEARLY 108,000 radio listeners paid to see the *WLS Barn Dance* at the Eighth St. Theatre in Chicago during 1937. Approximately 39,000 guests visited the WLS studios during 1937. They registered from 45 states, also six Canadian Provinces, Germany, Norway, Poland, Cuba, Chile, Alaska, Philippines, and Java. Largest single day's attendance was 600 on Nov. 27, opening day of the National Live Stock exhibition.

WDZ, Tuscola, Ill., has added a fifth studio to its "one station chain" at Paris, Ill.

WJSV, Washington, recently received a letter from the local fire chief commending it on its valuable assistance in reporting fires, summoning off-duty firemen and keeping the public informed.

DEPARTMENT OF SANITATION of New York on Jan. 14 started *Streets of New York*, new WPA series, on WNYC, New York. Historical and modern scenes of each famous street will be reenacted.

DANCEOGRAPH Art Studios, New York, on Jan. 3 started a series of broadcasts featuring Mae Murray, motion picture and musical comedy star, giving dancing lessons. Miss Murray is heard for a quarter-hour Mondays through Saturdays on WMCA, New York, as a part of the station's three-hour program, *Grandstand & Bandstand*, the rest of which is sponsored by General Mills Inc., Minneapolis.

WBAP, Fort Worth, averaged more than 55 weekly remotes in 1937, for a total mileage of 55,000 miles. Under the direction of Technical Supervisor R. C. Stinson, more than 3,000 remotes were completed in the year. Included on WBAP's weekly remote calendar is the six-weekly *Crazy Crystal* broadcast from Mineral Wells, Tex., 75 miles from Fort Worth, and the five-weekly *Burrus Mills* program, from a remote studio 10 miles distant. WBAP's longest remote in 1937 was a broadcast by direct line from Columbus, O., of the Texas Christian-Ohio State football game.

WBIG, Greensboro, N. C., has redecorated its studios and the lobby. A score or more photo-murals depict WBIG activities as well as agriculture, education, transportation, industry, finance and commerce, sports, aviation, dramatics and education.

TO ENABLE listeners, preoccupied during President Roosevelt's message to Congress, to hear it at a later hour, WTMJ, Milwaukee, recorded the speech from NBC and rebroadcast at 9:45 o'clock in the evening.

WMBD, Peoria, Ill., is undergoing the second studio expansion in six months, with installation of a new pipe organ requiring larger quarters.

WLS, Chicago, and KOY, Phoenix, operated by Burridge D. Butler, exchanged holiday greetings via transcriptions.

TRI-CITY Broadcasting Co., operating WOC, Davenport, gave Christmas bonuses to employes, an annual custom.

BECAUSE its *Grand Ole Opry* is so popular Saturday nights, WSM, Nashville, could not discontinue it for the NBC Toscanini broadcasts but arranged to present the symphonic concerts in its auditorium studio for invited audiences. The guest list is made up from listeners who complained to the station for not broadcasting the Toscanini series.

PHILIP G. LASKY, manager of KSFO, San Francisco, presented one-week checks to members of the staff as a Christmas bonus.

KFEL, Denver, realized $3,061 from its 1937 Radio Auctions for local needy families presented during Christmas week. Denver merchants contributed the merchandise and listeners bid high at the auctions.

MEMBERS of the staff of KGVO, Missoula, Mont., were presented with orders on a local photographer for a half-dozen portraits of themselves.

BESIDES getting their regular Christmas bonuses, members of the staff of KIDO, Boise, Ida., were all presented with wrist watches by G. C. Phillips, manager.

WICC, Bridgeport, Conn., opened new studios Jan. 1 at 1110 Chapel St., New Haven, Conn. Included in the new arrangement are three offices and one two-story studio, according to Joseph Lopez, WICC supervisor.

KGVO, Missoula, Mont., employs its entire announcing staff from upperclassmen in law and public speaking classes of the local Montana U. Among outstanding announcers developed at KGVO are Bob Young, Vernon McGahan and Sam Smith.

KTUL, Tulsa, celebrated its fourth birthday Jan. 22 by expanding its quarters. Half of the 22d floor of the National Bank of Tulsa, has been leased for the sales and business department, the station already occupying all of the 21st floor.

WOWO, Ft. Wayne, salutes one outstanding local woman each week and gives her a dozen roses. Greenblatt's Inc., furriers, is sponsor.

EDNA HAAS, formerly with CBS in the East, recently launched a new series of programs over KGGC, San Francisco, *Pin Money Club*.

XUM

NEW THOUSANDS ARE SET TO HEAR

If the Angel Gabriel swooped down among us today to deliver that predicted trumpet solo, he'd choose WTMJ microphones. Not just because our studios are heavenly, or because our staff would feel right at home in the angelic presence. But because Mr. Gabriel would know, by checking our recent Jansky & Bailey survey report, against their 1934 study, that new thousands would hear his broadcast over WTMJ.

If he staged a daytime appearance, his clarion call would float over an area of satisfactory reception that boasts 58% more radio sets than heretofore. If he came at night, his booming notes would blanket a primary coverage zone that shows an increase of 104% in reachable radios.

How come?

By a happy combination of influencing factors, the first of which is the increase in size of our primary service area resulting from our new transmitting equipment. The second is the spectacular gain in number of set owning families in WTMJ's territory . . . a reliable dollars-and-cents index of the purchasing power of this consistently rich, ready-to-buy, receptive market.

All of which should be grand news for the trumpeters of advertising—who are interested in broadcasting a profitable sales solo to the biggest market potential in all Wisconsin. If you would like a close-up of this daytime-nightime coverage picture, a copy of Jansky & Bailey's newest findings is yours for the asking.

The Greater
MILWAUKEE JOURNAL STATION
EDWARD PETRY & CO., INC., *Representatives*
New York, Detroit, Chicago, San Francisco

WTMJ

LINGO GIVES YOU THE LATEST ACHIEVEMENT IN ANTENNA

Efficiency!

Tomorrow's antenna is yours today! New design . . . new efficiency . . . new economy . . . and a reputation for stability extending over 40 years, during which time Lingo vertical structures have NEVER EXPERIENCED A FAILURE. Our exclusive 5-YEAR GUARANTEE is your assurance of the strength and durability of Lingo copper-bearing seamless steel tubes. Send us necessary details on location, optimum performance desired, and we can show *you* how Lingo Tube Radiators can answer your problem with maximum efficiency at a minimum of cost.

Paul F. Godley, as consultant-engineer to this company, has made extensive tests which actually prove the superior performance characteristic of Lingo Tube Radiators. Through us, the services of this outstanding contributor to Radio science are available to interested station engineers and executives on pertinent Radiator problems such as optimum height, ground systems, performance, expectations, etc.

Full details on LINGO RADIATORS are yours for the asking. Write today for folder: "New Standards for Vertical Radiators."

John E. Lingo & Sons, Inc. Camden, N. J.

MANUFACTURERS AND ERECTORS OF VERTICAL TUBULAR STEEL RADIATORS

Est. 1897

LINGO VERTICAL TUBULAR STEEL RADIATORS

in the CONTROL ROOM

JAMES J. LAMB, editor of *QST*, official journal of the American Radio Relay League, amateur organization, has been issued Letters Patent No. 2,101,549 covering silencing circuits for radio receivers, part rights to which he has assigned to Alan N. Mann, of Scarsdale, N. Y.

FRED CHARLES EHLERT, former radio technical editor of the *New York Sun*, has joined the Finch Telecommunications Laboratories Inc., 37 W. 57th St., New York City, and will be in charge of sales promotion and press relations of its facsimile system.

ERNEST O. GIBBONS, formerly of WJTN, Jamestown, N. Y., has joined the technical staff of WBNY, Buffalo, N. Y.

G. R. RUMBLE has been named chief engineer of KABC, San Antonio, succeeding Edward L. Starnes.

JAMES HATFIELD, chief engineer of KIRO, Seattle, is the father of a baby boy born in December.

FRANK E. SOSEBEE, formerly chief theory instructor at the Army Signal Corps school, Fort Monmouth, N. J., has joined the CBS engineering department in New York.

MARK L. McGOWAN, formerly with KSCJ, Sioux City, and KOIL, Omaha, on Dec. 18 joined the engineering staff of WOW, Omaha.

JIM HILL, engineer of WHK-WCLE, Cleveland, is the father of a baby boy born recently.

TONY CHURCH joined the engineering staff of KOIL, Omaha, Jan. 3. He was assigned the transmitter. Church had been employed in the radio department of the Sidles Co., Omaha.

EARL MERRYMAN, formerly with CBS and NBC in Washington, has joined the technical staff of United States Recording Co., Washington.

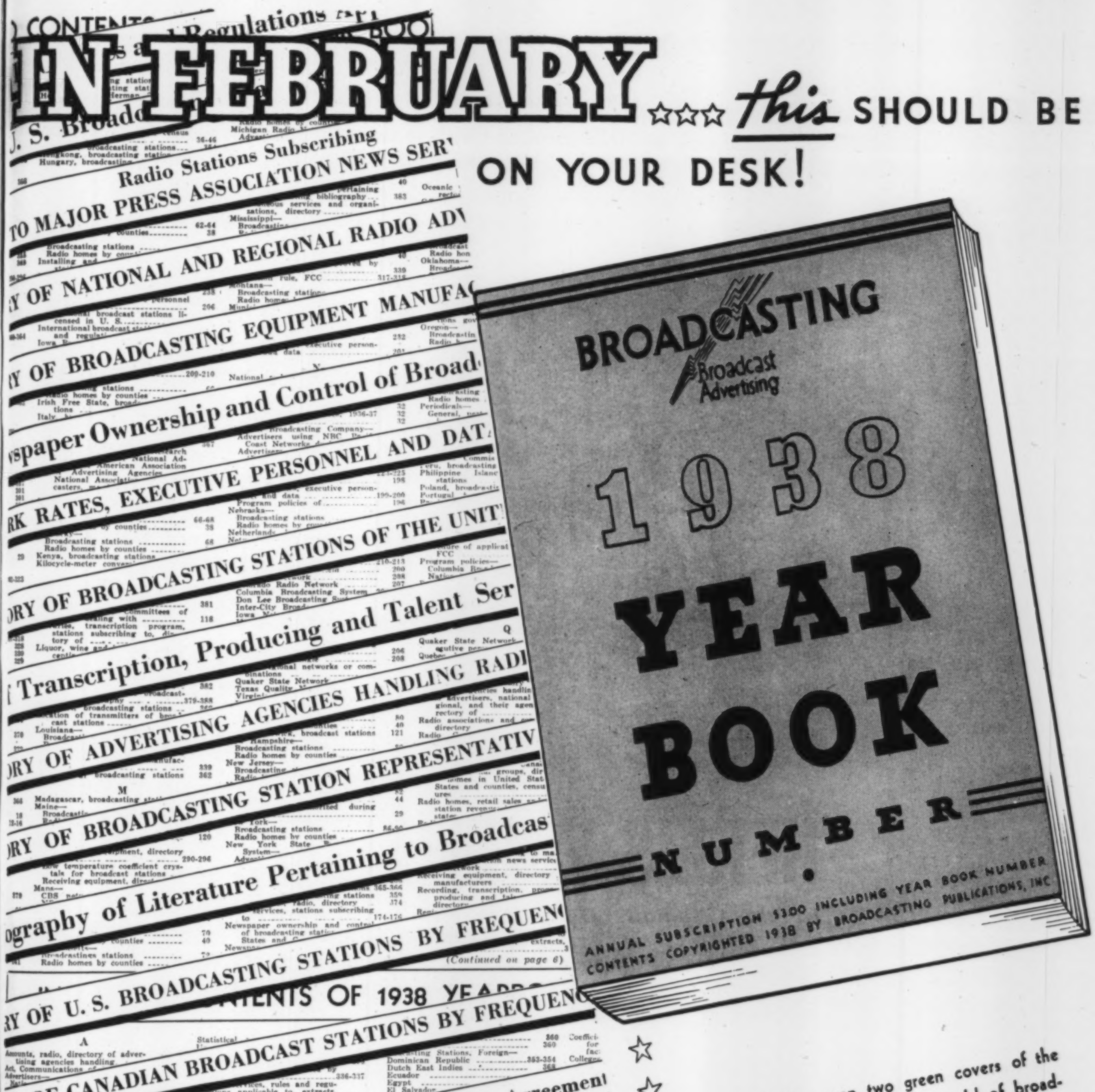
ARRL Elects Directors

ANNUAL elections in the American Radio Relay League, national organization of radio amateurs, concluded recently, resulted in the election of two new directors and four new alternates and the re-election of five incumbent directors and two incumbent alternates. The new directors are J. L. McCargar, of Oakland, Cal., chosen director of the Pacific Division without opposition, and Fred W. Young, of Mankato, Minn., newly elected in the Dakota Division. Elbert Amarantes, of San Jose, Cal., was elected alternate of the Pacific Division without opposition, and E. H. Treadaway, of New Orleans; Alex Lariviere, of Quebec, and Raymond Macomber, of Washington, were elected alternates of the Delta, Canada and Atlantic divisions, respectively.

Godley-Brown Part

DISSOLUTION of the consulting engineering firm of Godley & Brown, formed in July, 1937, has been announced by Paul F. Godley. Mr. Godley will continue the practice under his own name, with headquarters at Montclair, N. J. Dr. George H. Brown returns to RCA Mfg. Co. in the research division, which he left last year to join Mr. Godley.

IN FEBRUARY ☆☆☆ *this* SHOULD BE ON YOUR DESK!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YEAR BOOK
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ANNUAL SUBSCRIPTION $5.00 INCLUDING YEAR BOOK NUMBER
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☆

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There's a world between two green covers of the 1938 YEARBOOK Number—the world of broadcasting. Nearly 400 pages of directory information answer practically every broadcast reference question that you will have occasion to ask during 1938. You'll find the answers in concise, accurate, easy-to-read form in the YEARBOOK Number. A one year subscription to BROADCASTING brings you the YEARBOOK Number without additional cost. Subscribe now.

A COMPLETE INDEX OF COMMERCIAL BROADCASTING

HERE'S YOUR NEW 50KW!

Employs famous Doherty high efficiency amplifier circuit

Greatly reduces operating costs.

Requires less primary power.

Has fewer tubes.

Is entirely AC operated.

Reduces almost one-half the overall space heretofore required for installation.

Low installation cost.

Meets all FCC requirements.

Utilizes improved stabilized feed-back circuits.

Assures high fidelity performance.

Low noise and distortion.

Has automatic over-load protection.

Two automatic voltage regulators.

Engineered for continuous operation.

Gives instant visual indication of trouble in all important circuits.

Improved grid bias modulation.

All tuning controls key operated.

Cathode ray oscillograph connections provided in important circuits.

Engineered for future expansion.

Furnished with air blast or spray pond cooling equipment.

Antenna coupling unit provided for use with either series (insulated) or shunt (grounded) vertical radiator.

Attractive appearance—styled to harmonize with any architectural treatment.

"Ask your engineer"

Western Electric

Western Electric

Distributed by GRAYBAR Electric Co.   In Canada: Northern Electric Co., Ltd.

ADIO TELEPHONE BROADCASTING EQUIPMENT

XUM

IN ALABAMA
it's
WBRC

for
complete
coverage

NBC
RED NETWORK
After Jan. 1, 1938

5000
WATTS DAY

1000
WATTS NIGHT

FULL
TIME

WBRC dominates Birmingham, is Birmingham's oldest and favorite station. Controls more local broadcasts and carries more network features than any Alabama station. First in sports! First in politics! First in local prestige! First in advertising results! Write for Bulletins N-1 and N-2.

BIRMINGHAM
BROADCASTING
COMPANY Inc.

Bankhead Hotel
Birmingham, Alabama

Federal Education Fund

(*Continued from Page 32*)

cast "effective" before educational broadcasting can become consistently "effective."

This project will establish methods and techniques for conducting radio studies, and will also attempt to answer such questions as the following:

1. What is the value of radio to listeners of different age, cultural, social-economic levels (viz. what role does it play in the life of the listener)? Of different geographical areas? Rural-urban differences, et cetera?

2. What are the listening habits of these different groups?

3. What information have people acquired from radio?

4. What improvements, changes, suggested programs, et cetera, might be offered by listeners of various types?

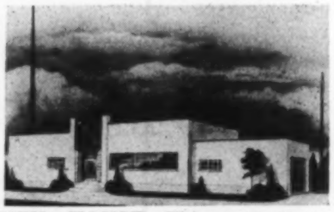
5. What is the relative value for learning by the radio, motion picture, and reading? Differences in subject matter, age, and cultural level.

It is recommended that this project be carried on under the supervision of the committee of broadcasters and educators and that it be financed by foundations.

KNX Buys RCA Plant

KNX, Los Angeles outlet of CBS, has purchased a new 50-D 50,000-watt transmitter from RCA Manufacturing Co., it was announced Jan. 10. The station, now operating with 50,000 watts, is completely modernizing its plant. It is also one of 14 applicants for authority to use 500,000 watts power.

WJDX
THE VOICE OF MISSISSIPPI
MISSISSIPPI
JACKSON
Right from the Heart!
5000 WATTS • NBC
owned by
LAMAR LIFE INSURANCE CO.



WFIL HOUSE—This new structure will accommodate the new transmitter of WFIL, Philadelphia, and besides regular equipment and experimental field research laboratory will include living quarters for engineers.

Equipment

THE new mobile unit and trailer studio of WHK-WCLE, Cleveland (BROADCASTING, Oct. 1) has been augmented with a 100-watt transmitter. A 1,000 watt generator powered by gasoline feeds the transmitter, all being within reach of the driver. Receiving sets are installed so engineers can listen to both standard broadcast and high-frequency signals, enabling a double check on time and signal strength and quality. A small piano has been installed in the trailer studio.

RCA MFG Co., Camden, has published brochures covering its OP-5 remote pickup equipment; its 82-A monitor amplifier and 96-A limiting amplifier.

KDAL, Duluth, Minn., has installed a device to call announcers' attention to special news flashes. Installed by Chief Engineer R. A. Dettman, the device consists of a red signal light which flashes on the announcers' booth panel.

A NEW 5,000-watt Type 5-D RCA transmitter has been ordered by the University of Minnesota for its station WLB, which will shortly shift from 1250 kc. to 760 kc., sharing time with WCAL, of St. Olaf College, Northfield, Minn., which also shifts. This will enable WTCN, Minneapolis, to operate full time on 1250 kc.

GEO. KILGREN & SON Inc., St. Louis, has announced a new model "Petit Ensemble" which will be available in February. The instrument is a self-contained unit, with pipe work and action and blower housed within the organ case. Thus, it can be installed without alterations to the building. It is 7 ft. 10 in. wide, 8 ft. 2 in. high and 2 ft. 8½ in. deep on the small styles, and 3 ft. 2½ in. deep on the larger styles.

WDEV, Waterbury, Vt., has purchased an RCA 1-G, 1,000 watt transmitter.

Service Men Organize

SEEKING to replace the term "radio service man" with the title "radio service engineer" for those who service radio sets, a group of eight radio engineers has organized the American Radio Association with national headquarters at 500 N. Dearborn St., Chicago. The association is not a union but hopes to improve the condition and prestige of service men by combating unfair competition on the part of wholesalers, manufacturers and amateurs and by fighting excessive equipment costs. President of the new association is Tom Hogan, with Felix Sutken as vice-president and Marcus W. Hinson as secretary.

Westinghouse Improves Its Shortwave Facilities

TWO NEW directional rhombic antennas have been constructed by W8XK, Westinghouse short wave station at Saxonburg, Pa., and recently the station returned to its complete international schedule using all four of its frequencies. Each antenna includes four 80-foot wooden poles arranged in the form of a diamond 480 feet on each side. One is beamed on Buenos Aires while the second is beamed on England. Each of the antennas will operate on either 6140, 11870 or 15210 kc and both can be operated simultaneously on any one of these frequencies.

The 21540 kc. outlet will continue with a horizontal doublet antenna directed to South America. Since Nov. 1 the power input and output of all transmitters except 21540 kc. have been nearly doubled. The power gain of the new antennas is 6140 kc, 25 times; 11870 kc, 36 times; 15210 kc, 50 times. New programs of special international interest are being planned for W8XK, according to Lesley C. Paul, special representative of Westinghouse Electric & Mfg. Co.

RCA Institute's Record

STUDENT body at RCA Institutes Inc., RCA's school for operators and radio engineers, reached a record total of 905 in 1937, about two-thirds of these being in the New York school and the remainder in Chicago. To these were added 25 RCA employes receiving free instruction in the schools. Most of the students are in the general course, which requires 15 months for completion, in the day classes, and three years in night instruction is taken. In March of 1938 this day term will be extended to one year and a half, in order to bring more fitting instruction into the course for the recent and rapidly expanding activities of radio and electronics. At the same time, a two-year term in television will be added. This will be available only to those who have completed the general course.

WCHV Rebroadcasts

WCHV, Charlottesville, Va., has obtained permission from MBS and WCLE, Cleveland, to rebroadcast sustaining programs. The station has a receiving antenna atop a nearby mountain and keeps i tuned on WOR, Newark and WCLE to pick up the programs.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts
●
The Only Blanket Radio Coverage of Prosperous Western North Carolina
"*The Quality Market of The Southeast*"

Radio Burglar Alarm Now Undergoing Tests

AN AUTOMATIC radio burglar alarm which may revolutionize commercial wire burglar alarm systems in general use is being tested in Washington State under authority granted recently by the FCC.

On application of the Howton Radio Alarm Co., represented by former Senator C. C. Dill of Washington, the FCC granted a six-month experimental license permitting use of the system in ten cities in Washington now equipped with police radio systems. The alarm isn't an alarm at all—it automatically transmits on a given police frequency as soon as a circuit is broken and is picked up by police cruisers. In some 240 tests made in Seattle during last summer, it proved far more effective than conventional wire alarm systems and police cars picked up culprits within 60 seconds of the alarm. The burglar hears no noise when he breaks the circuit which sets off the voice radio transmission. Consequently, he is given no notice that an alarm has been set off.

In the last session, Congress amended the Communications Act to permit automatic alarm systems to be operated without the requirement for a licensed radio operator, paving the way for experimental grants. The stations use 9 watts power and, once the alarm is set off through opening of a door or breaking of a window, it runs automatically for four minutes. The inventor is James O. Howton, of Freewater, Ore.

Negroes Popular

DESPITE the theory that white southern listeners resent the inclusion of negro sponsored and negro talent programs, WSGN, Birmingham, reports the renewal of the *William Blevins' Negro Choir* program, sponsored by the Booker T. Washington Burial Insurance Co., an exclusively negro organization, for 26 weeks. In addition, the program has been increased from 30 to 45 minutes. Henry P. Johnston, director of WSGN, states that not a single letter of complaint has been received from a white listener. The program originates from the chapel of the funeral home.

January 17th to 23rd is

KGLO WEEK

in celebration of

FIRST ANNIVERSARY

Get details of market covered by fastest growing station in America from Weed & Company

KGLO, Mason City, Ia.
CBS Outlet

Industry Studies New NAB Plan

(*Continued from Page 11*)

would include a wide range of organizations relating to radio such as equipment manufacturers, radio service men, and others identified with broadcasting and its corollary activities.

Whereas the preliminary report provided for 15 districts, each to designate one director who would serve for a one-year term, the final report suggests 17 districts with the directors to be elected for two-year terms. Moreover, the delegation of authority to members and to the Board was broadened to permit the membership, almost at its will, to force board action in any district or national emergency. The new districting arrangement follows:

DISTRICT 1 — Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
DISTRICT 2—New York.
DISTRICT 3—Delaware, New Jersey and Pennsylvania.
DISTRICT 4—District of Columbia, Maryland, North Carolina, South Carolina, Virginia and West Virginia.
DISTRICT 5 — Alabama, Florida, Georgia and Porto Rico.
DISTRICT 6—Arkansas, Louisiana, Mississippi and Tennessee.
DISTRICT 7—Kentucky and Ohio.
DISTRICT 8—Indiana and Michigan.
DISTRICT 9—Illinois and Wisconsin.
DISTRICT 10—Iowa, Missouri and Nebraska.
DISTRICT 11 — Minnesota, North Dakota and South Dakota.
DISTRICT 12 — Kansas and Oklahoma.
DISTRICT 13—Texas.
DISTRICT 14 — Colorado, Idaho, Utah, Wyoming and Montana.
DISTRICT 15—California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles. Orange, Riverside, San Diego and Imperial, Nevada and Hawaii.
DISTRICT 16 — Arizona, California including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, and New Mexico.
DISTRICT 17—Alaska, Oregon and Washington.

The procedure for the election of directors by districts is prescribed in the By-Laws. However, at the February meeting, this procedure must be ignored in order to effectuate the new plan at once. Member stations from the 17 districts will hold individual caucuses immediately after action on the proposed By-Laws is taken, it being assumed that the action will be favorable. At these caucuses each district will first elects its own director. Then these 17 district directors will hold a meeting to nominate the 12 candidates for the six posts of directors at large. The membership thereafter immediately will be called upon to elect that slate of six.

WROK, Rockford, Ill., has concluded the 1,000th man-on-the-street program for the same sponsor, the local A. Leath & Co. The program is handled by Bill Traum and Kaye Kreamer with Bill questioning the women and Kaye the men.

DOUBLED POWER

for——$239.00

MASTER GAIN
LIMITER CONTROL
GATES AUDIO COMPRESSOR
MODEL 17-B
GATES RADIO & SUPPLY CO.
IN-COMPRESSOR-OUT
IN - VOL IND - OUT

No need asking you, we know you are looking for increased coverage. Do you have sections in your primary area down in the mud or a signal in your secondary area that in spots just exists and that's all? The Gates 17-B Audio Compressor, gentlemen, will do a grand job of pulling this signal up to a level that will completely erase many of these bad spots. One 100 watter reports for the first time hearing his signal in a town 140 miles distant after installing the 17-B. Another reports increased average modulation level of 15%. We'll bet a good cigar the 17-B will give you far more dollar for dollar signal improvement than any other investment you ever made. Yes a 3 to 4 Db. audio signal increase is equal in many cases to doubling power and that's what the 17-B will do for you at $239.00 and with quick delivery assured.

GATES RADIO & SUPPLY CO.
MANUFACTURING ENGINEERS SINCE 1922
QUINCY, ILLINOIS, U.S.A.
CABLE ADDRESS (GATESRADIO)

The Time Proven Line

LIMA MEMORIAL PARK, Lima, O., is contributing half of its *Sunday Players* announcement time on WBLY to the Lima Better Business Bureau for advancement of the latter's campaign against memorial park rackets. Better Business Bureau is warring on racketeers who "guarantee" buyers of cemetery property re-sale at a profit. C. R. Baechler, manager of Lima Memorial Park; L. W. Mannon, manager, Lima Better Business Bureau and Mertens & Price Inc., Los Angeles, producers of the transcribed *Sunday Players Bible* dramas, are cooperating in the preparation of announcement copy.

ARKANSAS STARS
In Entertainment
★ Bob Burns
★ Dick Powell
★ Lum & Abner
★ Ross Graham
and
KTHS
10,000 Watts
HOT SPRINGS
* STARTED IN RADIO ON KTHS

Purely PROGRAMS

Items for Ruralites

WLS, Chicago, claims the first sponsorship of a farm news commentator on the air, Lloyd (Doc) Burlingham. The broadcasts called *This Farming Business*, include news and comments covering various phases of corn-belt agriculture of interest to all farm listeners. J. I. Case Mfg. Co., Racine, Wis. (threshing machines) sponsors the program which is broadcast Mondays, Wednesdays and Fridays at 12:45-1 p. m. (CT). Western Adv. Agency, Racine, handles the account.

* * *

Three Wise Guys

KNOWN AS the *Three Wise Owls* a new program on WTMV, E. St. Louis, Ill., opens with its three writers asking and answering "Who? Me?", three time. They ask each other questions and if the one asking can't answer his own question after the others fail, he comes in for a lot of ribbing. John Sneeborger, Charles Barnhart and Warren Champlin are featured.

* * *

Kansas City Cutups

BANG-UP barn dance show has started on KMBC, Kansas City, under the direction of Woody Klose and Fran Heyser. Called *Brush Creek Follies* the broadcast is staged at the local Ivanhoe Temple and features a host of amateurs. Admission a quarter.

POWER
MEANS
Coverage!
"KEX as the most powerful station in Oregon . . . 5000 watts, is the best buy for our product in the Oregon Market. Where we can *reach more*, we can *sell more!*"

Mr. Time Buyer
says:
☆
Represented by
Edward Petry & Co., Inc.
NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO
☆
KEX
5000 WATTS ☆ 1180 KILOCYCLES
PORTLAND, OREGON

Selling Toys

IN CONJUNCTION with a series of dramatized fairy tales sponsored by David Spencer, Ltd., department store in Vancouver, B. C., on CKWX, a comic strip was run in local papers in which the story was left unfinished and kids were told to "hear the rest of the story on CKWX." Drawings to be colored were given out by the story and all announcements were made on the air with 8,000 drawings asked for.

* * *

Yankee Swappers

OFFERS made during *The Swappers Corner*, a weekly program on WPRO, Providence, R. I., are given serial numbers and printed on lists kept for public inspection in the offices of the sponsor, a personal finance corporation. The sponsor brings swapper and swappee together, has nothing to do with the actual trade. Going strong, says WPRO, despite two network shows opposite. Frank E. Dodge Co., Providence, is agency.

* * *

News Testers

QUESTIONS with a number of alternate answers are asked five contestants on *News Testers*, a weekly series on WHN, Chicago, and Mutual. Leonard M. Leonard, educational editor of the *New York Post*, conducts the contests and $5 goes to the winner.

* * *

Come On and Play

DESIGNED to bring the parlor into the studio, *Let's Play Games* has started on WGN, Chicago, and Mutual. Directed by Jane Martin the parlor games will include True and False, Categories, Guggenheim, Coffee Pot, and if someone can figure out how to adapt it, Post Office.

* * *

Dudes of Blackfoot Valley

COWBOYS galore contribute to *Dude Ranch*, a weekly show on KGVO, Missoula, Mont., written and directed by James A. Barber, KGVO production manager. Western poetry and ranch songs contribute to the theme of love on the range.

* * *

Denver's Bees

SO MUCH enjoyment has resulted from *The Three B's* on KLZ, Denver, that the show is now aired from a local hotel auditorium so that more persons can attend. Program consists of a spelling bee, pronunciation bee and word marathon bee, all directed by Wes Battersea.

1ST IN LOCAL ACCOUNTS
IN CHICAGO
WGES

Attic Memories

TITLED *Attic Treasures*, a weekly program on WMBD, Peoria, Ill., invites listeners to send in old victrola records and conducts imaginary trips to the attic of old memories. In addition to records, listeners have sent in old books, souvenirs and musical instruments. We use them in our sound effects department, says WMBD.

* * *

Come and Vote

AMATEUR show on the tournament plan is featured on KMOX, St. Louis, under sponsorship of local Gason Drug Stores. One winner each week is chosen by listener vote cast at one of the 20 Gason stores. At the end of 12 half-hour weekly programs the winners compete for a $500 prize with the prize winner determined by three judges.

* * *

Funds for Hospitals

WLS, Chicago, through its Christmas Neighbors fund collected $6,200 from over 4,000 listeners. With the money 140 new wheel chairs were purchased for children's wards in 80 Midwestern hospitals.

* * *

DIVERTING—And intelligent say Omaha listeners of *Junior Roundtable*, a weekly program on WOW during which Jettabee Ann Hopkins quizzes five children. Interesting thing, reports WOW, is the amazing intelligence shown by the youngsters and the listener response passes all expectations.

* * *

Childrens' Hour

FIVE CHILDREN tell their own stories in their own way on KGVO, Missoula, Mont., during the weekly *Story Party*, a weekly juvenile show sponsored by the Gordon City Dairy Co. Books are awarded to the youngster who wins in listener votes and all of the kids are served milk in the studio during the broadcast.

* * *

Service Note

WHEN a young couple recently phoned WJBY, Gadsden, Ala., and said that unless WJBY furnished music for their marriage there would be no music, the station obliged and timed its program accordingly.

* * *

Omaha Stork

HIGHLIGHT of New Year's Eve show on WOW, Omaha, was a broadcast by Foster May from the delivery room of a local maternity hospital. The childbirth episode was a part of a 30-minute program which included remotes from all over town.

* * *

Ironing Survey

SURVEY of another sort is the one conducted by WDZ, Tuscola, Ill., to determine women's listening habits while ironing. New ironing boards are given weekly for best letters and special programs are designed for members of the Ironing Board Club.

TIN CUP—On a funnel is the trophy that Bill Davies, announcer of WOWO-WGL, Ft. Wayne, Ind., so proudly displays as he is named ping-pong champion of the stations. Since this picture, Bill has abandoned his pose because somebody broadcast his victory and said that Bill would meet all comers.

* * *

Safety in News

ONE SENTENCE safety plugs are slipped into each newscast on KSFO, San Francisco, ostensibly as a parting thought of the announcer. Before football games or any special West Coast event that may increase the hazards of motoring, KSFO cooperates with the State Dept. of Motor Vehicles in tipping off motorists as to best roads, less jammed traffic routes.

WHB Milestones

TRANSCRIBED and talent, "mikeshots" from the 1937 program schedule of WHB, Kansas City, were the highlight of that station's contribution review of the old year. Special events programs such as broadcasts from Kansas City's Jubilesta, the American Royal and the harvest of the year's bumper wheat crop were presented as originally broadcast.

* * *

Scissors for Dreamers

TWO pair of scissors, embroidery and cuticle, are offered listeners of WHO, Des Moines, by F & F Laboratories, Chicago, sponsor of the tri-weekly *Musical Day Dreams* program. To obtain the scissors, listeners send a box top from an F & F cough syrup carton and 25 cents. The program is heard thrice weekly.

* * *

Local Laws

DESIGNED to inform its listeners about the practical effects of state legislation and local laws, a new program called *What do you Know About Law?* has started on WBT, Charlotte, N. C., featuring David Henderson, local lawyer who interprets recent legislation in lay language.

* * *

Around the Table

ROUND TABLE discussion of books, drama and music is featured on NBC Pacific network weekly in a series called *A Bus Man's Holiday*. Art and dramatic critics talk with laymen and the essence of the program is informality.

Snake at Ease

GRAND piano of KTFI, Twin Falls, Ida., was taken apart the other day during a frantic search for a snake on the loose. At the beginning of a lecture on snakes one of them glided into the open piano. In order not to interrupt the program the search wasn't begun for 15 minutes. After spending 10 hours tearing the piano down, key to pedal, the scared staff found the snake coiled up asleep in the springs of the studio sofa.

For Your Information

LISTENERS-in to the *Information Bureau* on WCKY, Cincinnati, are invited to write or phone any question on any subject and Bill Dye, WCKY announcer, will answer them. Virginia Golden and John Reynolds, WCKY staff members, help Dye find the answers.

* * *

Match Numbers

TELEPHONE game with another slant is played weekly on WISN, New York, under sponsorship of Aren Beverage Co. Known as *Arenco* the program features the matching of listener telephone numbers with numbers announced on the show.

* * *

CHOSEN by secret ballot, a clubwoman of Portsmouth, O., is saluted during the weekly program called *Lady of the Week* on WPAY. Each club in the vicinity participates and WPAY sends flowers to the women chosen.

Louder and Funnier

FOR DISSENTERS whose best *mots* are greeted with "Hire a hall!" WMCA, New York, fills a long-felt need by providing said hall on its new program, *Pet Peeves*. This latest audience-participating show will be heard on Saturday nights. A studio jury will determine whether or not grievances are justified.

* * *

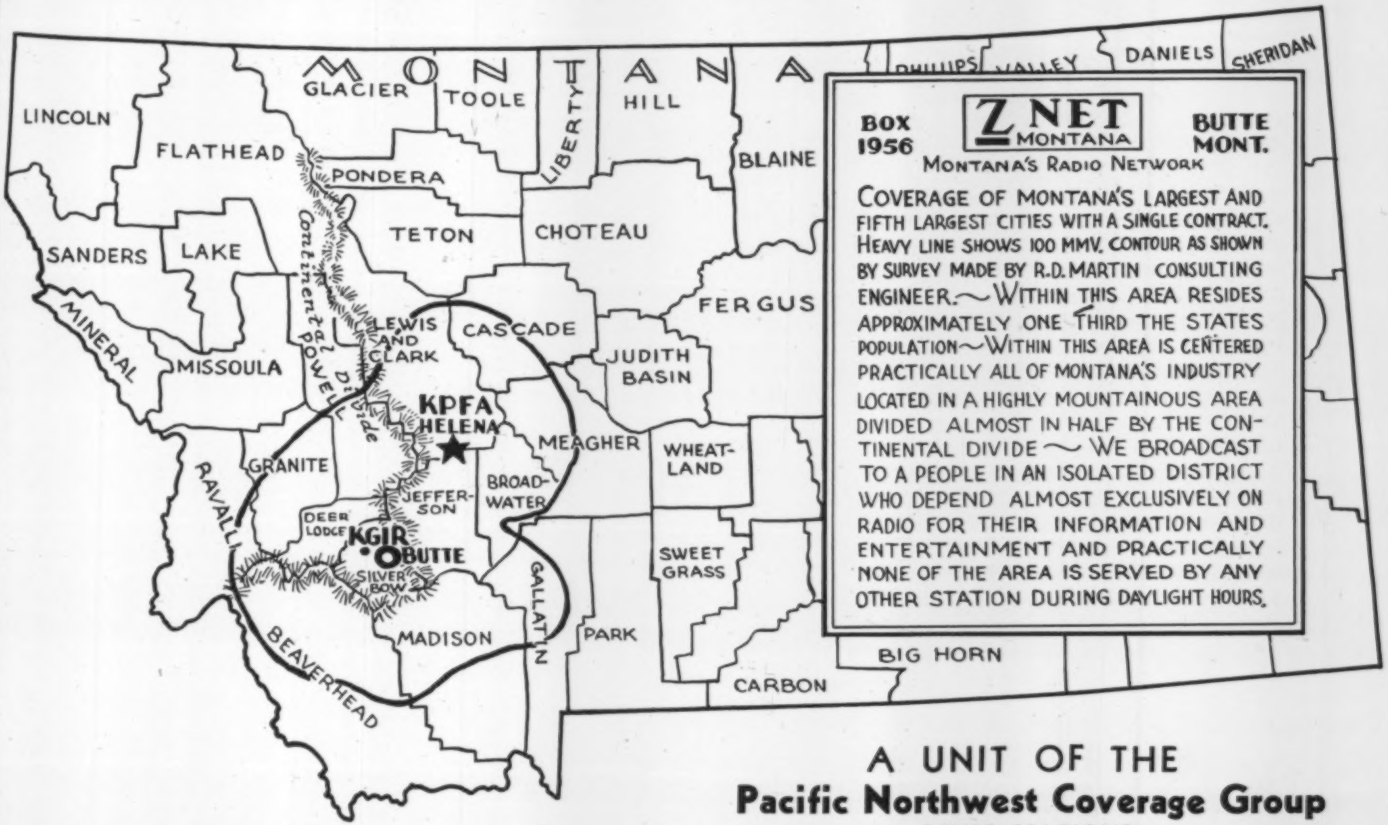
Welcome

WRRV, Sherman, Tex., introduced the first 1938 baby from St. Vincent hospital, L. L. Hendrick, manager, and Roy Pickett, program director, interviewing father, new arrival, and nurse.

(U.P.)

THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE

UNITED PRESS



BOX 1956

Z NET MONTANA

BUTTE MONT.

MONTANA'S RADIO NETWORK

COVERAGE OF MONTANA'S LARGEST AND FIFTH LARGEST CITIES WITH A SINGLE CONTRACT. HEAVY LINE SHOWS 100 MMV. CONTOUR AS SHOWN BY SURVEY MADE BY R.D. MARTIN CONSULTING ENGINEER.～WITHIN THIS AREA RESIDES APPROXIMATELY ONE THIRD THE STATES POPULATION～WITHIN THIS AREA IS CENTERED PRACTICALLY ALL OF MONTANA'S INDUSTRY LOCATED IN A HIGHLY MOUNTAINOUS AREA DIVIDED ALMOST IN HALF BY THE CONTINENTAL DIVIDE ～ WE BROADCAST TO A PEOPLE IN AN ISOLATED DISTRICT WHO DEPEND ALMOST EXCLUSIVELY ON RADIO FOR THEIR INFORMATION AND ENTERTAINMENT AND PRACTICALLY NONE OF THE AREA IS SERVED BY ANY OTHER STATION DURING DAYLIGHT HOURS.

A UNIT OF THE
Pacific Northwest Coverage Group
OTHER STATIONS
KFPY • Spokane KRSC • Seattle KXL • Portland

Proof Needed to Justify Superpower

(*Continued from page 18*)

missioner Craven said the whole subject of superpower is likely to come before the Commission in a hearing. Some 14 applications of clear channel stations for authority to increase their power from 50,000 to 500,000 watts are pending.

Program Censorship

The whole gamut of broadcast station operations was invaded with Commissioner Craven in the witness chair. Censorship of programs became an issue largely in connection with the Mae West incident over NBC. Commissioner Craven testified that broadcast advertising and program content are fundamental policy which Congress must decide. Truthfulness of advertising matter is a function of the Federal Trade Commission, he pointed out. Rep. Dirksen (R-Ill.), in the discussion of the Mae West incident, said he heard every word of the program. While he felt it was in bad taste, he said: "I don't know anything that you can do about it."

Patent Medicine Ads

From Mae West, the questioning went to advertising of patent medicines and steps that might be taken to curb extravagant claims. Commissioner Craven said the Commission proposes to make a study of broadcast advertising but that there is a "very grave question" of constitutional rights with respect to censorship.

The six-month license cropped into the discussion when Chairman Woodrum inquired about the renewal situation. Commissioner Craven pointed out that when conditions in the industry became more stable, he felt the term of license should be extended. It was Mr. Wigglesworth who raised the question of charging license fees for broadcasting stations—a proposal made on a wattage basis last year by Commissioner George H. Payne.

Commissioner Craven said he had no opinion one way or the other on license fees but he felt it is necessary for the Commission to study the economics of broadcasting in its entirety. In Canada, he said, there have been very bitter complaints against a tax of $2 per receiver. He added he did not think this country would want such a tax.

After considerable discussion, he added, he thought it a "debatable question whether there should be a license fee system" or some other method instituted. He said he felt Congress is perfectly competent in determining the best method.

When Rep. Wigglesworth raised the question of sales of stations, George B. Porter, assistant general counsel of the FCC, asserted the Commission has given consideration to "going concern value" in some cases. He added, however, that under the present statute "it is very debatable as to whether or not the Commission has any jurisdiction directly over the purchase price."

Experimental Licenses

The Commission will consider an entirely new policy on experimental licenses, going into all phases of several classifications of experiments, Comdr. Craven replied to Mr. Wigglesworth. This issue was raised in connection with the experimental grants of full-time operation and higher power to a number of stations for broadcast operation.

On newspaper ownership, Commissioner Craven said in response to Rep. Wigglesworth that it is a basic question and involves a constitutional issue that Congress ultimately should determine. He added that the Commission is considering the matter and later may have some recommendation to make to Congress.

The Commission is in the process of revising its application forms so it can procure more positive information at the very outset on station applicants, Commissioner Craven testified.

Asked by Mr. Wigglesworth regarding the need for an investigation of the entire broadcast structure, Commissioner Craven said he did not feel such an investigation was desirable at this time but thought the Commission should be given an opportunity "to do a job, and then to report to Congress."

"I believe there should be, first, a complete study on the part of the Commission, so that the Congress will be without the necessity of going through a long-drawn-out investigation to secure a complete study of all of the factual elements in the matter, including all of the economic relationships," he said. "This study has not yet been made by the Commission but I think it necessary for it to do so."

Responding to Chairman Woodrum, Comdr. Craven said he could say "with a good deal of authority" that the Commission is fully aware it must make an advance study of all of the phases of broadcasting which have not yet been covered." He added:

"I think there has been a great deal of criticism of the Commission which has not been just and fair, and other criticism which has been just and fair, but I think that we should be given an apportunity under the new breath of life to go ahead now and see what we can do in the way of new information of a new character leading to a more important understanding of the subject."

More Power Needed

In appearing before the committee on Dec. 21, Commissioner Craven said he wanted to clear up the subject of investigation. He said he had no objection personally to an investigation and that one may clarify a good deal of the atmosphere and rumor, "but I do believe that we can do a good job on the Commission." He added that personally he felt there is need for improving programs.

"I think the Commission should do something; I think they have already started on a program of doing something. But there may be some necessity of modifying your law at the present time, particularly with reference to the punishment we can give a station for a violation of the regulation with reference to programs. We have not got all of the powers that may be necessary to deal with the situation."

Mr. Wigglesworth interrogated Commander Craven sharply on the so-called Segal-Smith cases, involving allegations of improprieties against the two attorneys and delved particularly into the disqualification of Commissioner Payne from participation in the investigation after charges of personal bias had been made.

Then Mr. Wigglesworth launched a sharp inquiry into the consulting engineering practice of Commissioner Craven before he became chief engineer of the FCC in 1935 and involving his former stock ownership in WPEN and WRAX, Philadelphia. He covered much of the ground raised at the confirmation hearings last summer before the Senate Interstate Commerce Committee after Commander Craven's appointment to the Commission by President Roosevelt.

ANNOUNCING basketball is an avocation for C. G. Phillips, co-owner and manager of KIDO, Boise, Idaho, who was himself a star of the court game during his years in college.

January 17th to 23rd is

KGLO WEEK

in celebration of

FIRST ANNIVERSARY

Get details of market covered by fastest growing station in America from Weed & Company

KGLO, Mason City, Ia.
CBS Outlet

Certainly there is chemistry in radio, especially at WHK-WCLE in Cleveland where executives spend an unusual amount of time in research, analysis, test and survey of WHK-WCLE programs. They believe wholeheartedly that the stations exist to serve the interest, convenience and necessity of listeners.

How well this policy works is best shown by the large percentage of the half million radio families in Northern Ohio who listen regularly to these stations and by the fact that some twenty Cleveland-originated programs are "fed" by WHK-WCLE to a national network each week.

Time buyers in increasingly large numbers are finding WHK-WCLE the best way to reach the country's fifth largest market.

WHK WCLE
CLEVELAND
H. K. Carpenter, Vice Pres. and Gen. Mgr.

FREE & PETERS, Inc. - National Representatives, New York - Chicago - Detroit

★ ★

BRINCKERHOFF

TRANSCRIPTIONS
29 West 57th St.
NEW YORK, N. Y.
Plaza 3-3015

★ ★

WHY ARMCO USES BROADCASTS

Dealers Respond Favorably to Network Series Sponsored by a Heavy Industry

By W. W. SEBALD
Vice President
American Rolling Mill Co.

WHAT possible good can a radio broadcast do Armco? More than once we of The American Rolling Mill Co. have been asked this same question. To many people it seems strange indeed that a company manufacturing iron and steel should sponsor a network broadcast reaching millions of individuals.

Nevertheless, the *Armco Band* started its ninth annual series of broadcasts Jan. 2. As might be inferred we feel that the programs have been a success. This year's series of concerts, 3:30 to 4:00 Sunday afternoon is originating on WLW, and is fed to 22 other NBC stations.

We are accustomed to the occasional show of bewilderment on the part of those who wonder what it is all about. It reminds us of the time back in 1914 when Armco launched the first advertising campaign devoted to a basic or semi-finished material. That first publication advertising appeared in the August 8 issue of the *Saturday Evening Post* and was headlined, "Twenty-eight Centuries of Unnecessary Rust and At Last Armco-Rust-Resisting Iron."

It seemed strange to many people at the time that a large scale producer of iron and steel selling to manufacturers should advertise in a magazine whose circulation was directed to the general public. What was the purpose, they asked, of telling the public a message that heretofore had been addressed only to manufacturers using this iron and steel in their products.

Contrary to what was generally believed, we soon learned that the public was interested in finding out what the metal beneath the finish meant to the beauty, usefulness and durability of the products they were buying. Armco ingot iron and steel goes into scores of different products which eventually find their way into millions of homes. Stoves, refrigerators, washing machines, caskets and air-conditioning equipment are just a few of the products made from metal bearing the familiar Armco triangle trademark. These reach the ultimate user under the trademark of numerous different manufacturers, but we know from experience that buyers look beyond the trademark and carefully study any component parts comprising the product, as well as the materials used in its manufacture.

Informing the Buyer

As in our publication advertising, our radio broadcasts are designed to tell the ultimate consumer just what is meant by the Armco triangle trademark that the purchaser sees stamped into stainless steel products or printed on a label that is attached to refrigerators, kitchen ranges, or whatever else he may be thinking of buying. We feel that in doing so we are helping to sell the products in which our metal is utilized. In other words, our *Armco Band* broadcasts are dedicated to the task of helping the manufacturers using Armco sheet metals to sell their finished products.

MR. SEBALD

Our sales message, we feel, is effectively presented in a very short commercial announcement. Then there are the talks by the Armco *Ironmaster*. A definite character to the listening public, the *Ironmaster* is far more than a mere radio announcer describing the merits of the product. He is a member of our organization who discusses the iron and steel industry as it affects the everyday life of the people listening to the broadcast. At times, the *Ironmaster's* talks deal with the industry generally, but, for the most part, he discusses definite phases of the industry—the development, for instance, of air-conditioning, and what this means to the people and the country. In these talks he is merely continuing on a more personal note, the work we began 24 years ago when we ran that first advertisement.

We know quite definitely that these broadcasts have been of great help to us. Naturally, we maintain close contacts with the manufacturers using our products and they have indicated that the broadcasts have shown results. To supplement this, we have received a tremendous response from listeners in the form of letters. It is interesting to note that among these letters are a great many from dealers handling products made from Armco ingot iron and steel. Their letters at least point to the fact that the broadcasts have made them aware of the materials used in the products they are selling.

UNIVERSAL VELOCITY MICROPHONE

100% PERFORMANCE
100% APPEARANCE
100% SATISFACTION
OR 100% REFUND

Made in following Impedances.
33 OHMS for Dynamic Mike Lines: 200 OHMS to connect to carbon mike inputs: 500 OHMS for telephone and remote lines: 10,000 OHMS high impedance direct to grid. Not affected by heat, cold or moisture.

Microphone Division
UNIVERSAL MICROPHONE CO., LTD.,
Box 299 Inglewood, Calif., U.S.A.

Free With Every Set

NEWSPAPER advertising of the new RCA receiving sets currently contains a large box headed "Free! With every radio set—the privilege of picking what you choose from radio programs that cost $150,000,000 a year to provide." The copy continues: "No individual on earth has the wealth to buy or the power to command what radio gives free to the humblest set owner. At his finger tips he has the priceless treasures of music, education, drama, comedy, sports and news. These are made available through the world's most famous conductors, musicians, artists, actors and public speakers. The purchaser of a modern radio set has a front row season ticket to the greatest show ever produced."

Kruschen Discs On Six

E. GRIFFITH HUGHES Inc., Rochester, N. Y. (Kruschen reducing salts) on Jan. 17 starts a transcribed version of *Dr. Friendly* on six stations, WLW, Cincinnati; WHB, Kansas City; KWK, St. Louis; WHN, New York, and two others not yet selected. The quarter-hour program will be heard five days a week. WLW and WHN have carried it live on a test basis for 13 weeks. Production is by Transamerican; agency is Stack-Goble Adv. Agency, New York.

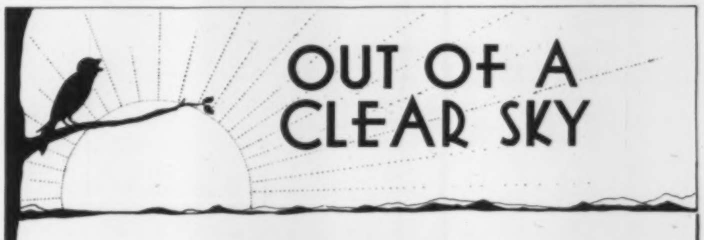
Extend R-K-O Option

THE OPTION held by the Atlas Corp. to purchase present holdings of RCA in Radio-Keith-Orpheum Corp. for a total of $6,000,000 has been extended to June 30, 1938, in view of the fact that R-K-O plan of reorganization is still pending before the court. In consideration of the extension of the option, Atlas Corp. and associates will purchase during January, 1938, one-twelfth of RCA's present holdings in Radio-Keith-Orpheum Corp. for $500,000 in cash. The agreement also provides that upon the further exercise of the option to the extent of an additional $500,000, the option on the remainder will be extended to Dec. 31, 1938.

A fact re WBNS COLUMBUS

Every Client of This CBS Outlet Benefits From

Merchandised Broadcasting


OUT OF A CLEAR SKY

67 PROSPECTS FOR 1c
Through The Northwest's
Only Radio Network

The North Central Broadcasting System, on the air this month, offers complete coverage of the Northwest. Included are Minnesota, Wisconsin, Iowa and North and South Dakota.

SURPRISE!

Among the features of this organization is *YOUR* radio show on the road, playing one week in each of your dealer's cities and producing the show over the entire network.

For specific information on this feature and general data on the network please write to

NORTH CENTRAL BROADCASTING SYSTEM
Empire Bank Building Saint Paul

The Other Fellow's Viewpoint . . .

. . . But The Good!

EDITOR, BROADCASTING:

I read with a great deal of interest BROADCASTING'S editorial under the heading "Sex Rears", and also other stories in your current issue commenting on the Mae West broadcast "extravaganza".

We quite agree with the very logical thoughts expressed in your editorial columns, but we cannot refrain from making a few comments of our own on the subject while this "lurid" matter is still hot in the minds of a lot of folks. Despite the fact that we have two young daughters who idolize Charlie McCarthy and who had their ears glued to our radio loudspeaker on the night that "Aunt Mae" exhibited her enticing curves via the forceful medium of radio, I still cannot refrain from stepping out in behalf of broadcasters. And this again despite the fact that as I listened to the Adam and Eve miscarriage I could not understand how it was possible for everyone at NBC to be so soundly asleep.

A great deal is being said by important people in regard to the radio industry in connection with this questionable broadcast and there are some who would go so far as to cast those participating into eternal darkness—but when, oh when, will some of these denouncers of broadcasting come to recognize the really good things that it does for human kind in general? Why can't they point out the thousands and thousands of dollars that have been raised by broadcasters throughout the country in the past few weeks to make the Christmas season a bit happier for so many?

Why can't they recognize the thousands and thousands of dolls and toys which have been solicited from radio listeners from one end of our country to the other to bring joy to a lot of youngsters' hearts during the Christmas season? It might even be in order to recognize the thousands of gallons of milk represented by money poured into milk funds solicited all over the country during this holiday season, to say nothing of tons and tons of food solicited for hungry mouths. I don't believe there is a charitable institution in the United States that does not turn to the broadcasters for cooperation in any undertaking which tends to the betterment of mankind in general, and always the broadcasters come to the front one hundred percent and give their best willingly and gladly, and they are always happy in the fact that they are able to use such a forceful medium as radio for the general good of the community served.

Nothing is said about all this—and much more—but poor old Mae West's radio curves sure catch Hail Columbia!

GEORGE W. SMITH,
Managing Director,
WWVA, Wheeling

Jan. 7, 1938.

GOING PLACES!

WAIR's rapid progress is, in a large degree, due to its determination to give the people in its territory exactly the type and quality entertainment they demand, plus a news service that is second to none.

For Sales at a Profit

WAIR

KTAR . . . Arizona's pioneer radio station . . . through programs released by NBC Red and Blue networks, is consistently playing its part in creating dealer and customer demand for products distributed by Arizona wholesalers!

1,000 WATTS FULL TIME ★ 620 KILOCYCLES

"Blanketing the Gold Nugget of Western Markets"

KTAR

Representatives—
E. KATZ SPECIAL ADVERTISING AGENCY
New York, Chicago, Detroit, Atlanta, Philadelphia, Kansas City, Dallas
WALTER BIDDICK CO.
Los Angeles, San Francisco, Seattle

Skipper's Mules

EDITOR BROADCASTING:

I read recently in your magazine of an odd advertising account, telling the fact that some station held an account with a mule dealer for three months. WAGF has held such an account with the Skipper Commission Co. Inc., of Enterprise, Ala., for the past three years. We continue to expound the virtues of Mr. Skipper's mules 12 times a week.

Mr. Spencer

Your items concerning the "youngest an-announcers" proved of considerable interest to our staff, especially myself. To the best of my knowledge, I hold the title. My birth certificate states that I am 17 years old, and will continue to be until the 27th of February. I think that I also hold the title of the youngest newscaster, having wrestled with the names of Russian diplomats and Chinese cities for four months, and the title of the youngest publicity director, having just been appointed.

Here's positive proof that WAGF enjoys your magazine. The best way to tell you its popularity around here is to trace its wanderings through our studios and offices. To begin with there is a mad fight for first possession of BROADCASTING, usually won, incidentally, by Station Manager Julian Smith. After two or three hours, the magazine is laid down. Like a flash, the magazine has disappeared. That's because Commercial Manager Fred Moseley has an eagle eye, and swoops down upon it. After that, the whereabouts of the magazine is not definitely known. Whenever the man in the control room wants to read it, it is in one of the studios. Whenever Program Director Samuel Hall wants to get his hands on the magazine to see what's new and different in programs, it is nowhere to be found. (Probably spirited away by John Hubbard, chief engineer, to his sanctum sanctorum). And whenever I want to read the magazine, there comes the cry from everyone that I am "to young to understand."

BILL SPENCER,
Publicity Director, WAGF,
Dothan, Ala.

In Baltimore, it's

WFBR

ON THE NBC RED NETWORK

NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

Technicians' Wages

EDITOR BROADCASTING:

I would like to correct a false impression given in your Jan. 1 issue of BROADCASTING, relative to ARTA activities in New York City (page 62).

Quoting from the article, concerning pamphlets distributed by CIO organizers:

" . . . . the pamphlets stated that in 1933 CBS engineers in New York worked on the average of 60-70 hours each week, were paid an average weekly wage of $29. As members of ARTA, they stated further, CBS engineers in New York worked a maximum of 40 hours per week, receive a weekly wage of $65."

Although these figures are not accurate—the present average wage being somewhat higher—I wish to call your attention to the fact that since the Associated Broadcasting Technicians was organized in 1934, any and all increases in pay, shorter working hours, and improved working conditions have been negotiated for and obtained by ABT and not ARTA. This applies to the other CBS stations as well.

Since some of the CBS engineers in New York joined ARTA last spring, that organization has obtained for them no additional advantages whatever. Since then all CBS engineers have been granted a substantial increase in wages and improved working conditions, gained through the efforts of ABT alone.

T. O. LANGE
President, Associated.
Broadcast Technicians.

Radio Station KSD

EDITOR BROADCASTING:

Broadcasting for Dec. 15 carrie in its column entitled "The Othe Fellow's Viewpoint", a letter fron WIOD, Miami, Fla., in which clain is made for the apex distance record, based on the report of the reception of their station, W4XF i Phoenix, Ariz., a distance of approximately 3,000 miles.

With all respect to Mr. Wales and his claim regarding the apex distance record, allow us to point out that our apex station, W9XPD, which has been in operation since Nov. 1, 1935, has been frequently reported from Germany, England, Ireland, Australia, the Canal Zone, and many other points far beyond the W4XF mark.

Nowadays, the reception of a 3,000 mile report here is almost an every-day occurrence and I know you will bear us no ill-will if we raise our voice in protest against reference to a 3,000 mile apex report constituting a record.

ROBERT L. COE,
Radio Station KSD,
St. Louis.

FCC Report Shows 44 New Stations, Facsimile Progress During Fiscal Year

A RECITAL of developments in radio regulation, showing the addition of 44 new stations during the fiscal year 1936-37, was contained in the third annual report of the FCC submitted to Congress Jan. 4. Significantly absent were recommendations for new legislation, but these are expected in a supplemental report likely to be submitted to the new Congress within the next few weeks.

The Commission again stated that visual broadcasting, including both television and facsimile, has not yet reached the stage of development "that will permit standardization and commercialized operation". Nevertheless, it said considerable development has taken place in both fields, and in the case of facsimile particularly there is evidence that it is destined to render "an important contribution to the art of broadcasting".

The principal questions involved in facsimile, the report stated, are "what will be the public reaction and will the cost of maintaining this new service be prohibitive". It pointed out that facsimile signals can be transmitted at a low rate compared with television and can be broadcast within the narrow limits of the low frequency bands.

Growth of the Industry

"The latest news flashes, market reports, weather maps, etc., can be broadcast hundreds of miles and automatically recorded in the home ready for the rural observer or the residents of small communities to read at their leisure. The most popular suggestion is that regular broadcast stations be used for facsimile service between midnight and 6 a. m. to supply the citizen with a complete record of the latest news for perusal during his breakfast."

Covering the period which began July 1, 1936, and ended June 30 of last year, the report reviews activities of the three-division FCC which existed prior to the advent of the new structure and the chairmanship of Frank R. McNinch, who did not take office until last October. The bulk of the report is given over to public utility-common carrier activities, involving regulation of telephone, telegraph and other carriers in the non-broadcasting category.

During the fiscal year, the continued growth of the broadcasting industry was evidenced by the fact that the Commission received 295 applications for new broadcast stations and granted authority for the construction of 51 new stations, the report said. The applications received were approximately double the number during the preceding fiscal year. Seven existing stations were deleted, however, and on June 30, 1937, there were 704 regular broadcast stations licensed, representing a net increase of 44 over the number at the close of the previous fiscal year.

Of the 51 new regular stations, 18 were unlimited time locals, 21 daytime, sharing or specified hour locals; 3 unlimited time regionals; 4 daytime regionals, and 5 daytime stations on clear channels.

In analyzing the allocation structure as the fiscal year ended, the Commission pointed out that of the total of 700 assignments, 52 were on clear channels, of which 32 operated unlimited time and 20 shared time and specified hours. In the regional category, there were 343 assignments, of which 202 were unlimited time, 25 limited time, 63 shared time and specified hours, and 53 daytime. In the local class, there were 305 stations with 196 operating unlimited time, 64 shared time and specified hours, and 45 daytime.

Little Apex Progress

"Of significance is the fact that 270 stations share time or operate only in daytime or during limited time or specified hours," the report continued.

High-frequency or "apex" broadcast station service showed disappointing development during the fiscal year, with 40 such stations authorized at the end of the 12 months, the report stated. Only 10 applications were on file awaiting consideration. Lack of receivers in the hands of the public that can be tuned to the frequencies 26,000 to 42,000 kc. probably has been responsible for a letdown in development of high-frequency broadcast operation, the report stated. These bands are looked upon as the future haven for local broadcast stations giving purely city service. While some information has been submitted on the propagation characteristics of these high frequencies and indications are favorable for a good broadcast service on them, the report said that more engineering data are desired before a definite allocation can be attempted.

The majority of investigations conducted into complaints received by the FCC concerning programs have resulted in informal adjustments, the report stated. Complaints included broadcasting of lotteries, medical programs, fortune-telling programs, illegal assignments of licenses and transfers of control, and related matters, all of which were investigated with appropriate action either by adjustment or by designation of renewal applications for hearing. At the beginning of the fiscal year investigations were pending against 39 stations and during the year investigations against 52 stations were instituted. Cases were closed against 61 stations, leaving a total of 30 under investigation as the year ended. Of the number closed, 57 were adjusted informally and 4 were considered by the Commission after holding a formed hearing. Of its appropriation of $1,510,000 for the fiscal year, $1,490,388 had been expended and obligated by the end of the fiscal year and $19,611 remained unobligated. The printing and bindery appropriation of $24,000 had an unobligated balance of $1,260 as the fiscal year closed.

OPENING — Maurice Wray, manager of the Denison studios of KRRV, and Mrs. Wray, broadcast from the new Kraft Cheese Corp. building in the Texas city during building dedication ceremonies.

Jersey to Advertise

NEW JERSEY COUNCIL, Trenton, committee for state promotion, has appointed Lockwood Barr, publicity consultant, as executive director for a period of three months. Mr. Barr will begin immediately the organization of a campaign to advertise the state.

IN
Atlanta
USE
WGST
CBS 5000 watts day
1000 watts nite
890 kc.
Repts:
E. KATZ SPECIAL ADVERTISING AGENCY

HOST *to the* WORLD

WASHINGTON'S
MODERN
HOTEL

Where Broadcasters Meet In The National Capital

Rates No Higher Than At Less Finely Appointed Hotels

Single Rooms from $4
Double Rooms from $6
All with bath, of course

THE MAYFLOWER
WASHINGTON, D. C.
R. L. POLLIO, *Manager*

Forgive
Us,
Please!

We have done so much crowing about our famous *Saturday Midnight Jamboree* that the subject may be becoming a bit boring to those not so vitally interested in this WWVA child as we are. If you are among the bored, forgive us please, because we can't hold back our enthusiasm for the feature's 1937 record.

Saturday, December 25, wound up the 244th *Jamboree* stage presentation and, of course, the year 1937. The total paid admissions for 1937 numbered 106,123, or a 30% increase over 1936. When it is considered that this total is mighty close to double the population of Wheeling, in which city WWVA is located and that the *Jamboree* has been presented for five consecutive years, we believe our enthusiasm is justified. It is our further opinion that the listener interest evidenced in the WWVA *Jamboree* record is one of the big reasons why WWVA campaigns produce in Eastern Ohio, Western Pennsylvania and Northern West Virginia.

Look Us Up!

P.S.—1938 got away to a flying start with a total "paid" of 5,328 for the January 1 Jamboree!

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 kilocycles

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOR, Newark

M. J. Breitenbach & Co., New York (Pepto-Mangan), 3 weekly *t*, thru Morse International, N. Y.

Manhattan Soap Co., New York (Sweetheart soap), 3 weekly *sp*, thru Peck Adv. Agency, N. Y.

North American Accident Insurance Co., Newark, weekly *sp*, thru Franklin Bruck Adv. Corp., N. Y.

United Drug Co., Boston (Rexall), 3 weekly *t*, thru Street & Finney, N. Y.

Penick & Ford Ltd., New York (My-T-Fine Pudding), 6 weekly *sa*, thru BBDO, N. Y.

Colgate-Palmolive-Peet Co., Jersey City (Supersuds), 5 weekly *t*, thru Benton & Bowles, N. Y.

Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap) 5 weekly *t*, thru Benton & Bowles, N. Y.

Olson Rug Co., Chicago, 3 weekly *t*, thru Presba, Fellers & Presba, Chicago.

Refrigeration & Air Conditioning Training Corp., Youngstown, weekly *t*, thru Natl. Classified Adv. Agency, Youngstown.

KFI, Los Angeles

M. J. Breitenbach Co., New York (Pepto Mangan), 2 weekly *ta*, thru Morse International, N. Y.

Scott Paper Co., Chester, Pa. (towels), 3 weekly *sp*, thru J. Walter Thompson Co., N. Y.

Institute of Applied Science, Chicago (correspondence school) weekly *sp*, thru Matteson-Fogarty-Jordan Co., Chicago.

Kellogg Co., Battle Creek, Mich. (cereals), 5 weekly *sp*, thru N. W. Ayer & Son, N. Y.

Manhattan Soap Co., New York (Sweetheart Soap), weekly *sp*, thru Milton Weinberg Adv. Co., Los Angeles.

E. Fougera & Co., New York (Vapex), 4 weekly *ta*, thru Small & Seiffer Inc. N., Y.

WBT, Charlotte, N. C.

Mantle Lamp Co., Chicago (Aladdin lamps), weekly *t*, thru Presba, Fellers & Presba, Chicago.

International Agricultural Corp., Atlanta (fertilizer), daily *sa*, thru Groves-Keen, Atlanta.

Horse & Mule Assn. of America, Dallas, 3 weekly *sa*, thru Rogers & Smith, Dallas.

Blackstone Products Co., New York (Aspertone), 3 weekly *sp*, thru Radio Sales, N. Y.

KECA, Los Angeles

Safeway Stores Inc., Oakland, Cal., (chain grocery), 5 weekly *t*, thru J. Walter Thompson Co., San Francisco.

Radio Corp. of America, New York (radio), weekly *sa*, thru Lord & Thomas, N. Y.

WDAY, Fargo, N. D.

Minneapolis Journal, Minneapolis, weekly *t*, thru Campbell-Mithun Co., Minneapolis.

Sears Roebuck & Co., Chicago, 5 weekly *t*, thru Blackett-Sample-Hummert, Chicago.

KFWB, Hollywood

Albers Bros. Milling Co., Seattle (Friskies), 2 weekly *t*, thru Erwin, Wasey & Co., Seattle.

WMCA, New York

Chevrolet Motor Co., Detroit, 13 *t*, thru Campbell-Ewald Co., Detroit.

Community Opticians Inc., Long Island City, N. Y., 16 weekly *sp*, thru Commonwealth Adv. Agency, Boston.

General Foods Corp., New York (Maxwell House coffee), 13 *sp*, thru Advertisers Broadcasting Co., N. Y.

Policy Holders Advisory Council, New York, 39 *sp*, thru Everite Adv. Agency, N. Y.

I. J. Fox Inc., New York (furs), 42 weekly *sa*, thru Schillin Adv. Corp., N. Y.

I. Rokeach & Sons Inc., New York, weekly *sp*, thru Advertisers Broadcasting Co., N. Y.

KNX, Hollywood

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 3 weekly *t*, thru Ruthrauff & Ryan, Chicago.

Procter & Gamble Co., Cincinnati (Lava), 5 weekly *t*. thru Blackett-Sample-Hummert, Chicago.

Procter & Gamble Co., Cincinnati (Dash), 5 weekly *sp*, thru Blackett-Sample-Hummert, Chicago.

Seal-Tite Products Co., Los Angeles (varnish), 6 weekly *sp*, thru Ivar F. Wallin Jr. & Staff, Los Angeles.

Manhattan Soap Co. Inc., New York (Sweetheart Soap), weekly *sp*, thru Milton Weinberg Adv. Co., Los Angeles.

Hecker Products Corp., New York (H-O mush) 6 weekly *sp*, thru Erwin, Wasey & Co., N. Y.

KFRU, Columbia, Mo.

Bradley Bros. Nursery, Carbondale, Ill., 13 *sa*, thru Shaffer-Brennan Adv. Co., St. Louis.

Smith Chickeries, Mexico, Mo., 26 *sa*, thru Shaffer-Brennan Adv. Co., St. Louis.

KCKN, Kansas City

Compagnie Parisienne, San Antonio, 26 *sp*, thru Northwest Radio Adv. Co., Seattle.

Skrudland Photo Service, Chicago, daily *sp*, thru Northwest Radio Adv. Co., Seattle.

WHO, Des Moines

Western Grocer Co., Marshalltown, Ia., 312 *sp*, thru Coolidge Adv. Co., Des Moines.

Union Pacific System, Omaha (rail travel), 52 *sp*, thru Caples Co., Los Angeles.

National Biscuit Co., New York, 195 *t*, thru McCann-Erickson, N. Y.

Champion Milling & Grain Co., Clinton, Ia., 39 *sp*, thru Rogers & Smith, Chicago.

Publishers Service, Winona, Minn. (Woman's World), 7 *sp*, thru Albert Kircher Co., Chicago.

KSFO, San Francisco

Scott Towel Co., Chester, Pa., (Scott towels) 3 weekly *sp*, thru J. Walter Thompson Co., N. Y.

M. J. Breitenbach Co., New York (Gude's Pepto-Mangan), weekly *ta*, thru Morse International, N. Y.

American Popcorn Co., Sioux City, Ia., (popcorn), weekly *sa*, thru Coolidge Adv. Co., Des Moines.

Santa Fe Railroad, San Francisco (transportation) 5 weekly *sa*, direct.

WNEW, New York

Nostane Products, New York, (Minervite vitamin tablets), 6 weekly *sp*, thru Schillin Adv. Corp., N. Y.

Alkine Laboratories, New York (proprietary), 6 weekly *sp*, thru Schillin Adv. Corp., N. Y.

Consolidated Drug Products, Chicago, (Krank), 6 weekly *sp*, thru McCord Co., Minneapolis.

Consolidated Drug Products, Chicago (Peruna tonic), 6 weekly *sp*, direct.

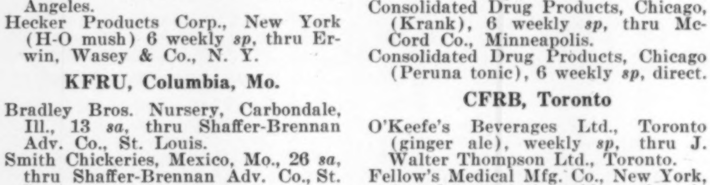
CFRB, Toronto

O'Keefe's Beverages Ltd., Toronto (ginger ale), weekly *sp*, thru J. Walter Thompson Ltd., Toronto.

Fellow's Medical Mfg. Co., New York, (cough syrup) 4 weekly *t*, thru A. J. Denne & Co. Ltd., Toronto, and All-Canada Radio Facilities, Ltd., Toronto.

KGB, San Diego, Cal.

Breakfast Club Coffee Inc., Los Angeles, 8 weekly *sa*, thru Philip J. Meany Co., Los Angeles.



Drawn for BROADCASTING by Sid Hix

"I want my indigestion tablet announcement to follow your Cooking School Hour"

KFRC, San Francisco

Cereal Products Co., San Francisco (Dynamite) 3 weekly *sp*, thru Emil Brisacher & Staff, San Francisco.

Lewis-Howe Co., St. Louis (N-R Tablets) 11 weekly *sa*, thru Stack-Goble Adv. Co., Chicago.

Wander Co., Chicago (Ovaltine) 5 weekly *t*, thru Blackett-Sample-Hummert, Chicago.

Campbell Cereal Co., Chicago (Malt-O-Meal) 3 weekly *t*, thru Ruthrauff & Ryan, Chicago.

Albers Bros. Milling Co., Seattle (flour) 2 weekly *t*, thru Erwin Wasey & Co., Seattle.

American Chicle Co., Boston (Sen-Sen), weekly *ta*, thru Badger & Browning, Boston.

Pacific Greyhound Bus Line, San Francisco (transcription) weekly *sp*, thru Beaumont & Hohman, San Francisco.

KHJ, Los Angeles

American Chicle Co., Long Island City, N. Y. (chewing gum), 2 weekly *ta*, thru Badger & Browning, N. Y.

Libby, McNeill & Libby, Chicago (food products), 5 weekly *sa*, thru J. Walter Thompson Co., Chicago.

Washington State Apples Inc., Wenatchee, Wash., (apples), 8 *ta*, thru J. Walter Thompson Co., Seattle.

KGER, Long Beach, Cal.

Gardner Nursery Co., Osage, Iowa (bulbs & plants), 21 weekly *ta*, thru Northwest Radio Adv. Co., Seattle.

Skrudland Studios, Seattle (photographs), 14 weekly *ta*, thru Northwest Radio Adv. Co., Seattle.

Compagnie Parisienne Inc., San Antonio (perfume), 14 weekly *ta*, thru Northwest Radio Adv. Co., Seattle.

Neutral Thousands, Los Angeles (political), 7 weekly *t*, thru Lockwood-Shackelford Adv. Agency, Los Angeles.

St. Germaine Press, Chicago, (religious), 6 weekly *t*, thru Allied Adv. Agencies Inc., Los Angeles.

WHN, New York

Procter & Gamble Co., Cincinnat (Oxydol), 5 weekly *t*, thru Blackett-Sample-Hummert, Chicago.

Lydia E. Pinkham Medicine Co. Lynn, Mass., 5 weekly *t*, thru Erwin, Wasey & Co., N. Y.

B. C. Remedy Co., New York, daily *sa*, 52 weeks, thru Chas. W. Hoyt Co., N. Y.

I. J. Fox Co., New York (furs), *sa*, five weeks, thru Schillin Adv. Corp., N. Y.

CKNX, Wingham, Ont.

Ogilvie Flour Mills, Montreal, 2 weekly *t*, thru Associated Brdcstg. Co Toronto.

Blatchford Calf Meal Co., W. Toront 6 weekly *sa*, thru Industrial Ad Agency, Toronto.

Lallemand Refining Co., Montrea (yeast), weekly *sa*, thru Associate Brdcstg. Co., Montreal.

WICC, Bridgeport, Conn.

Peter Paul, Naugatuck, Conn. (cand bars), 28 *sa*, thru Platt & Forbe N. Y.

KHBC, Hilo, T. H.

Wander Co., Chicago (Ovaltine) 5 weekly *t*, thru Blackett-Sample-Hummert, N. Y.

Vick Chemical Co., Greensboro, N. C. (Vaporub), 5 weekly *t*, thru Morse International, N. Y.

Lever Bros. Co., Cambridge (soap), 6 weekly *ta*, thru National Expor Adv. Service, N. Y.

Kolynos Co., New Haven (Bi-So-Dol), 5 weekly *t*, thru John F. Murray Adv. Agency, N. Y.

H. J. Heinz Co., Pittsburgh (food), 2 weekly *sp*, thru National Expor Adv. Service, N. Y.

Weco Products Co., Chicago (tooth brushes), weekly *t*, thru J. Walter Thompson Co., N. Y.

Colgate-Palmolive-Peet Co., Jersey City (dental cream), 6 weekly *ta*, thru Benton & Bowles, N. Y.

Radio Advertisers

DR. JACKSON'S FOOD PRODUCTS Ltd., Toronto, (Roman Meal, Roman Meal bread), starts a live half-hour show Jan. 14 on CFRB, Toronto, as a test for network use if successful after the first month. Contract over CFRB runs 13 weeks. Agency is Tandy Advertising Agency Ltd., Toronto.

R. L. MULVENEY Ltd., Toronto, (Mulveney Remedies) is using radio for the first time in the history of the 70-year-old firm, with a test 15-minute transcription *Crazy Quilt* for 13 Sundays on CHML, Hamilton. Agency is Tandy Advertising Agency, Ltd., Toronto.

EDWIN CIGAR Co. and its affiliate, House of Westminster Ltd., New York (cigars, pipes, tobacco and razor blades), has appointed Husband & Thomas Co., New York. to direct advertising. Radio is among the media to be used.

TEA GARDEN PRODUCTS Co., San Francisco (preserved food products) has appointed Botsford, Constantine & Gardner, that city to direct its Pacific Coast advertising. J. Walter Thompson Co., San Francisco, continues to handle the national account.

STOKELEY BROS. & Co., Indianapolis (food products), on Jan. 17 will add WROL, Knoxville, to the list of stations broadcasting the *Adventures of Charlie Chan*. They will be heard five times weekly. The food company now sponsors the transcribed quarter-hour serial on 21 stations nationally. Agency is Raymond R. Morgan Co., Los Angeles.

PACIFIC Mutual Life Insurance Co., Los Angeles, has appointed Lord & Thomas, that city, to direct its national advertising.

THE Book-of-the-Month Club, New York, will sponsor a program of fine music over WQXR, New York, starting Jan. 15, using an hour every night of the week. The advertising agency placing the account is Schwab & Beatty, New York.

GEORGE A. HORMEL Co., Austin, Minn. (Spam) has signed with WCCO, Minneapolis, for a new series of thrice weekly afternoon shows to feature Clellan Card as *Jingling Sam*. The sponsor carries a show on WCCO mornings for the Dinty Moore canned goods line. BBDO, Minneapolis, is handling both shows.

PROCTER & GAMBLE Co., Cincinnati (Crisco), has added three Canadian stations for the transcribed series of *Kitty Keene Inc.*: CFCF, Montreal, on Jan. 3, and CFCN, Calgary, and CJRC, Winnipeg, on Jan. 10. Agency is Compton Adv. Inc., New York.

AMERICAN MACARONI Co., New York, on Jan. 9 started *Cycle of Time & Men*, dramatizations of current news topics in Italian, on WOV, New York. The program is written and directed by Guiseppe Loffredo, and placed direct.

ALKALITHIA Co., Baltimore (alkalizer) has appointed the J. Walter Thompson Co., New York, to direct advertising. Media have not been selected.

OLDSMOBILE Division of General Motors Corp., is advertising through D. P. Brother & Co., Detroit. The agency affiliation was incorrectly stated in the Jan. 1 issue. BROADCASTING regrets the error.

V. E. CARR has joined Ward Baking Co., New York, in a sales promotion capacity, not advertising manager as previously announced.

Selling Pianos

EXCERPT in letter sent by WDAY, Fargo, N. D.: "On Sunday night, Dec. 19th, a local piano company used ONE 30-word chain break on pianos. Sold five pianos as direct result. That's a lot of pianos."

CHICAGO ENGINEERING WORKS, Chicago (air conditioning courses), has started a five-minute weekly program on CKCK and has renewed on CKY and CFCF. Weed & Co., Chicago, is the representative with James R. Lunke & Associates, that city, handling the account.

COMMERCE Finance & Investment Co., Los Angeles (loans), which in the past devoted its entire advertising appropriation to newspaper and direct mail, after using a man-on-the-street program on KFAC, that city, in a 30-day test campaign during December, on Jan. 4 renewed the series for 13 weeks. Radio Broadcast Sales Agency, Los Angeles, has the account.

COLONIAL DAMES Corp., Hollywood (cosmetics), off the air three years, on Jan. 4 started a twice-weekly quarter-hour musical program on KEHE, Los Angeles, titled *Colonial Miniatures*. Program features Claude Sweeten's orchestra and contract is for 13 weeks. Glasser Adv. Agency, Los Angeles, has the account.

SUNSET OIL Co., Los Angeles (petroleum products), sponsoring *Curtain Call*, weekly variety show on KFWB, Hollywood, for the past 18 months, on Jan. 19 renewed the 45-minute Sunday night show for another 52 weeks. Pacific Market Builders, Los Angeles, has the account.

STIRIZOL Co., Ossining, N. Y. (proprietaries), has appointed Kimball, Hubbard & Powel Inc., New York, to direct advertising. No plans have been made.

HEALTH RESEARCH Foundation, Detroit, on Jan. 3 started participation for 52 weeks in *Homemakers of the Air*, Ida Bailey Allen's three-a-week program on WHN, New York. Agency is Andrews Adv. Agency, Detroit.

BOOK-OF-THE-MONTH CLUB Inc., New York, on Jan. 15 starts the largest radio campaign ever launched for the sale of books, using an hour of music a day on WQXR, New York. Agency is Schwab & Beatty Inc., New York.

OVERHAUL Co., Kansas City, has moved its office to Los Angeles. The firm makes a patent motor reconditioner. Frank E. Whalen Adv. Co., Kansas City, continues as agency.

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT!

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour Available for sponsorship

WATL ATLANTA

WBZ-WBZA Post to Bowes

Mr. Bowes

FRANK R. BOWES, of the NBC New England sales staff, has been named by General John A. Holman as sales manager of WBZ-WBZA, Boston-Springfield, the youngest man ever appointed to the post. He was formerly with Colonial Network and before that with New England Petroleum Corp. He was educated at Harvard College and Harvard Graduate School of Business Administration.

BUDGET FINANCE PLAN, Los Angeles (loans), a consistent user of radio time, on Jan. 10 started for 52 weeks a five-weekly quarter-hour news period with Mel Angle as the newscaster. Elwood J. Robinson Jr. Adv. Agency, Los Angeles, has the account.

ALBERS BROS. MILLING Co., Seattle, on Dec. 28 renewed for 13 weeks its transcribed drama *Jimmy & Jyp* twice weekly on KFRC, San Francisco. Agency: Erwin Wasey & Co., Seattle.

CENTRAL Board of Trade, Los Angeles, promoting business relations among the 65,000 negroes in Los Angeles country, for the first time is using radio, having started on Jan. 6 for 26 weeks, a 60-minute variety show, *The Negro Hour*, on KEHE, that city. Program is institutional and scholarship in music and other fields of endeavor will be awarded to participants whose efforts are considered meritorious at the end of the 26 weeks. Agency is Jefferson K. Wood, Los Angeles.

At Half Time

BETWEEN the halves during local basketball games sponsored by Merchants National Bank of WLBC, Muncie, Ind., members of the bank's personnel talk over the tasks performed in various divisions of the institution. Most of the listeners know the banking staff personally and friends make friends. The bank's officials are pleased with the good-will the series is creating, according to WLBC.

WKZO

KALAMAZOO
GRAND RAPIDS
BATTLE CREEK

590 On the dial
1000 Watts

Michigan's No. 1 Test Market

Representative: HOWARD H. WILSON CO.
CHICAGO · NEW YORK · KANSAS CITY

SPORTS

BY 'WAG'

Newest member of the WOW news staff is Ralph Wagner, an Omaha sports editor for 20 years. "Wag" helps intensify local interest in WOW—interest that means RESULTS for advertisers.

WOW
OMAHA, NEBRASKA
590 KILOCYCLES
★ 5000 WATTS ★

JOHN GILLIN, JR., Mgr.
JOHN BLAIR CO., Representatives

OWNED AND OPERATED BY THE
WOODMEN OF THE WORLD

ON THE N. B. C. NETWORK

Shanghai Gesture

ENGINEERS of KSFO, San Francisco, claim the record for producing the longest "feed-back." Just before a recent broadcast from Shanghai, China, which was picked up for CBS, KSFO engineers were testing the shortwave facilities to the Orient. They fed a test program which was received by the Shanghai shortwave station and sent back. In the KSFO studios the return signal was plugged into a loudspeaker. The loudspeaker fed back into the live microphone and the circuit was completed. The signal made an 18,000 mile loop the loop to Shanghai and back.

THE KID'S NO DUMMY
WHAT'S OUR LEADING FOREIGN LANGUAGE STATION
WBNX
WBNX NEW YORK
1000 WATTS DAY AND NIGHT
The Station that Speaks Your Language

Reps

APPOINTMENT of William H. Weldon and Richard D. Buckley to the New York office of John Blair & Co., was announced Jan. 10 by George W. Bolling, vice-president and Eastern manager. Mr. Weldon was formerly with the Blair Co. and for the past two years has been on the sales staff of WOR. Mr. Buckley was in the New York office of William G. Rambeau Co. for the last two years.

NEW Seattle branch of John Blair & Co., has been opened in the 1411 Fourth Ave. Bldg., with Richard McBroom, formerly in the Chicago office, in charge. New office was necessitated by the representation of the four Don Lee-owned stations and all other stations of the Don Lee Network, except KALE, Portland, by the Blair organization.

FREE & PETERS, Inc., station representatives, Jan. 1 became national sales representative of KSFO, San Francisco, CBS affiliate. The contract with KSFO was handled by Leo Bowman, Pacific Coast manager of Free & Peters, who took charge of the San Francisco office last May.

NORTHERN BROADCASTING Co., operating and representing CKGB, Timmins, CJKL, Kirkland Lake, and CFCH, North Bay, in Northern Ontario's gold mining region, on Jan. 1 moved its Toronto office to 305 Victory Bldg.

GEORGE DIEFENDEFER, formerly with Radio Sales Inc., has joined the Chicago staff of Paul H. Raymer Co., station representatives.

J. J. DEVINE & Associates Inc., New York, has been appointed exclusive national advertising representative of WAYX, Waycross, Ga.

SCOOP! SENSATION OF '38

"Daredevils OF HOLLYWOOD"

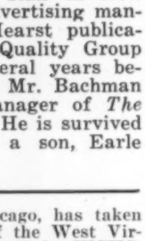
A NEW RADIO SERIES STARRING MOVIE STUNT MEN

A striking new radio thriller, dramatizing experiences of Hollywood stunt men. This copyrighted transcription show is ideal for once-a-week major broadcast. 26 quarter-hour episodes available at a cost a local advertiser can afford. Write now for full details.

RADIO PROGRAMS DIV. WALTER BIDDICK CO.
571 CHAMBER OF COMMERCE BLDG., LOS ANGELES, CALIF.

Earle Wilson Bachman

EARLE WILSON BACHMAN, radio representative, died of heart disease Jan. 5 in St. Francis Hospital, New York, after a short illness. Mr. Bachman, 51, had been engaged in advertising in New York since 1909, and at the time of his death was in charge of the New York office of WIND, Gary, Ind. Previously he had been associated with the New York staff of Gene Furgason & Co. Born in Auburn, N. Y., Mr. Bachman was graduated from Yale in 1909 and shortly afterward he joined the Hearst advertising staff in New York, serving as advertising manager for several Hearst publications and for the Quality Group magazines. For several years before entering radio Mr. Bachman was advertising manager of *The American Mercury*. He is survived by his widow and a son, Earle Bachman Jr.

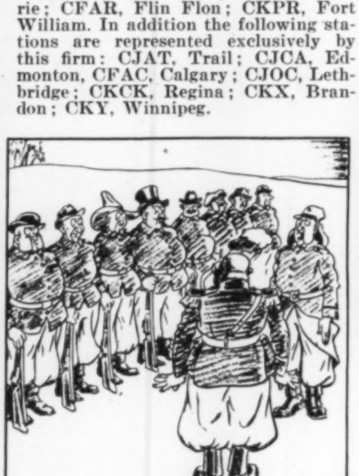


Mr. Bachman

BRANHAM Co., Chicago, has taken over representation of the West Virginia network, which includes WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg. First two named stations are members of the Columbia Network. Other stations represented by the Branham Company are WMC, KRLD, WTJS, KBIX, KTBS, and KWKH.

C. W. WRIGHT, formerly with CKGB, Timmins, and with All-Canada Radio Facilities Ltd., has joined the Canadian sales staff of Joseph Hershey McGillvra, Toronto, it was announced by Canadian Manager Nate Colwell. Mr. Wright represented the Canadian government at the 1933 Chicago World's Fair as lecturer and information specialist on Canadian resources at the Canadian exhibit. CKAC, Montreal, was signed on an exclusive basis as of Jan. 1.

ALL-CANADA Radio Facilities Ltd., announces from its Toronto office it has signed the following western Canadian stations for exclusive representation: CHAB, Moose Jaw; CKBI, Prince Albert; CFGP, Grande Prairie; CFAR, Flin Flon; CKPR, Fort William. In addition the following stations are represented exclusively by this firm: CJAT, Trail; CJCA, Edmonton, CFAC, Calgary; CJOC, Lethbridge; CKCK, Regina; CKX, Brandon; CKY, Winnipeg.



"There's Some New Hat Company Been Advertising On WHB"

WHB • • Kansas City's Dominant Daytime Station affiliated with Mutual, has the Audience, but no national representatives. —For time clearance, schedules, information, data, telephone Harrison 1161, collect, or wire collect to—
DON DAVIS, President, KANSAS CITY, MISSOURI

Press-Radio Features Inc.

NATIONAL RADIO PROGRAMS Inc., Chicago, specializing in radio programs for advertisers, has been purchased by Press-Radio Features Inc., with Frank Hemingway remaining as president of the new firm. Offices were to be moved from 540 N. Michigan Ave. to 360 N. Michigan Ave., on Jan. 15. Associated with Mr. Hemingway will be Lloyd Laflin, of Laflin & Co., Chicago public relations firm, and Paul Weichelt, formerly with National Radio Programs Inc., who will be secretary of the new firm.

Tea Garden Regional

TEA GARDEN PRODUCTS Co., San Francisco, has started a new series, *Tea Garden Woman's Page of the Air*, featuring Floretta McDonald and script by Kay Hillyard. Quarter-hour program is heard Thursdays on five CBS-Pacific stations. The agency is Botsford, Constantine & Gardner, San Francisco.

New Emerson Show

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Jan. 12 replaced *Sidney Solsky* with a new program starring Eddie Garr and titled *Manhattan After Dark*. Series continues on the NBC-Blue network Wednesdays. Agency is J. Walter Thompson Co., New York.

New Book Series

MODERN AGE BOOKS, New York, on Jan. 15 started *By Popular Demand*, with guest stars, first of whom was to be H. V. Kaltenborn, commentator. Program will be heard Saturdays at 9:30-9:45 p. m. on WABC, New York. Agency is Bachenheimer, Dundes & Frank Inc., New York.

A. E. JOSCELYN of the Chicago office of Radio Sales Inc., and formerly western sales manager of Free & Peters Inc., has been appointed eastern sales manager of Radio Sales. He succeeds Arthur Hayes, who will devote his time to the development of WABC local business.

NARRATOR — R. Clifton Daniels, program director of WCAE, Pittsburgh, interprets parts of the mass in broadcasts from Sacred Heart Roman Catholic Church. Mr. Daniel is shown with Walter Thompson, WCAE engineer. Both wear church livery as they must pass in full view of those present in the edifice in order to begin the broadcast. First broadcast drew 500 letters.

Agencies

CARL STANTON, Lord & Thomas Hollywood producer, has taken over production of the NBC *Mickey Mouse* program sponsored by Pepsodent Co. from that city. Basil Loughrane, the agency's Chicago director of radio, who was on the West Coast to start the program, has returned to his eastern headquarters where he continues to supervise the show. Stanton also produces the NBC *Lum & Abner* series sponsored by Horlick Malted Milk Corp.

COMMERCIAL BROADCAST Co., Salt Lake City agency formed some time ago, is headed by Leo R. Jensen, president, active in Utah radio for many years. Howard W. Pingree, general manager, has been with KSL, Salt Lake City; KLO, Ogden, and KID, Idaho Falls, Id. Offices are in the Continental Bank Bldg. The agency deals exclusively in radio advertising.

JIM PEASE, with the *Chicago Evening American* six years as well as with the McJunkin and Gardner-Greist agencies in Chicago, has joined Carl Wester & Co., Chicago, writing and production firm. Mr. Pease is authoring *Woman in White*, sponsored by the Pillsbury Co., Minneapolis.

FRITZ BLOCKI, producing several network shows for Blackett-Sample-Hummert, Chicago, is also handling publicity for the agency.

ALFRED J. GROBE has resigned as space buyer for Reincke, Ellis, Youngreen & Finn, Chicago, agency.

ADDISON P. JENNINGS, formerly with Matteson-Fogarty-Jordan Inc., Chicago, has been appointed manager of the Chicago office of Grant Adv. Inc., Dallas agency.

RICHARD V. NALL, formerly of Reincke, Ellis, Youngreen & Finn Inc., Chicago, has joined the production department of the John H. Dunham Co., that city.

BROOKS ADV. Agency has been established in the Western Pacific Bldg., Los Angeles by A. R. Brooks. He was formerly in the copy and planning department of Emil Brisacher & Staff Inc., that city.

MYRON KIRK has assumed the post of radio manager of Famous Artists Inc., Beverly Hills, Cal., talent agency. He recently resigned as vice-president and radio director of Ruthrauff & Ryan, New York.

WILLIAM RICHMAN has established his own agency under the firm name of Radio Broadcast Sales Agency, at 411 West Seventh St., Los Angeles.

NORMA GLEESON (Mrs. L. W. Topham), who recently resigned as production manager of Martin Allen Adv. Agency, Los Angeles, is the mother of a baby son born Dec. 27.

RAYMOND R. MORGAN Co., Hollywood agency, has established offices in the Security Trust Bldg., Indianapolis, with L. W. Hobson temporarily in charge. The agency produces the *Charlie Chan* transcribed serial for Stokeley Bros. & Co., headquartered in that city and the new office facilities servicing that account.

ERWIN M. FREY & Affiliates, New York, listed in the Jan. 1 issue of BROADCASTING as agent for Kandi-Bone Inc., New York, and Shirley Wynn Laboratories, is not an advertising agency but a public relations firm.

STEPHEN M. BIRCH, account executive of Erwin, Wasey & Co., New York, has been appointed advertising manager of the Texas Co., New York. Mr. Birch, who was with the agency, for 12 years, succeeds Raymond Brown, resigned.

McClinton, Cottington Given Ayer Radio Posts

EXPANDING its radio activity, N. W. Ayer & Son Inc., on Jan. 10 appointed H. L. McClinton as director of radio program creation and production in the New York office and C. Halstead Cottington as director of radio plans, merchandising and station contacts. For the past few years Mr. McClinton has been an executive in the radio department. Since 1931 Mr. Cottington has been active in radio sales promotion and planning.

Fred P. Fielding, acting manager of radio, returns to general advertising in an executive capacity and will be associated with Edward R. Dunning, manager of the New York office. Prentice Winchell, program director, will move to Philadelphia to be associated with Gerold M. Lauck, executive vice-president, in radio promotion.

GEORGE LUCK, formerly of KFEL, Denver, and KGNC, Amarillo, Tex., has been named radio director of Bob Betts Inc., Denver agency.

LOUIS de GARMO has been elected president and director of Fulton, de Garmo & Ellis Inc., New York.

SIMONS-MICHELSON Co., Detroit agency, announces the removal of their New York office to the RCA Bldg.

FRED FINCH, account executive of KPMC, Bakersfield, Calif., has resigned to take over management of Valley Advertising Agency, that city, which is now making an independent comprehensive market study of the Southern San Joaquin Valley.

WILLIAM R. BAKER Jr., Benton & Bowles, Hollywood manager, has returned to his West Coast headquarters after conferring with New York executives concerning a new network show.

CLARENCE OLMSTEAD, recently promoted to radio supervisor of Young & Rubicam, headquartered in Hollywood, is spending a few weeks in New York conferring with agency executives.

H. S. G. Adv. Agency, New York, has purchased from the Wessel Co., Chicago, all rights of *Beauty That Endures*, a funeral service for radio. Jack Slatter, formerly with the All-Canada Broadcasting System, Toronto, has been oppointed managing director of the H. S. G. agency's Toronto office, in the C. P. R. Bldg.

RONALDS ADV. AGENCY, Ltd., Montreal, has moved its Toronto branch to the New Wellington Bldg.

AHOY!

Include WTAR in your 1938 schedule:

113,700 radio homes

1,000 watt rates

WTAR

NORFOLK, VIRGINIA

Prepare for Facsimile

ADOLPH SCHNEIDER has been named to the news staff of WHO, Des Moines, to take charge of compilation of news for facsimile transmission. WHO's facsimile reproduction of news will be placed in operation as soon as transmitting equipment is received from the Finch Telecommunications Laboratories. Schneider formerly was with the *Omaha World Herald*, joining WHO in December.

Institute Testing

INSTITUTE OF APPLIED SCIENCE, Chicago (correspondence school), on Jan. 8 started a weekly quarter-hour test program on KFI, Los Angeles. According to T. W. Davis, space buyer for Matteson-Fogarty-Jordan Inc., Chicago agency handling the account, if 13-week test proves successful other stations will be added.

Results COUNT MOST

CKWX
Vancouver, BC
Produces Results!

WEED & COMPANY

RADIO STATION REPRESENTATIVES
NEW YORK - CHICAGO
DETROIT - SAN FRANCISCO

WHAT ELSE CAN WE BUY, SUSIE?

Red River Valley people buy 32.9% of all automotive goods, 30.3% of all food, 31.9% of all drug sales in the combined states of North Dakota, South Dakota and Minnesota [exclusive of the counties containing Minneapolis and St. Paul].

If you've got a good product, at a good price, our people will snap at it! And remember: WDAY is the one chain station that can be heard at all times in all parts of the Red River Valley! . . . Want further facts?

WDAY, INC.
N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC.
NATIONAL REPRESENTATIVES

FARGO
N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Air Conditioning Course

VOCATIONAL SERVICE Inc., Los Angeles (air conditioning courses), during the last two weeks in January will place transcribed versions of the weekly quarter-hour show *Doctor Dollar*, now being broadcast over WMAQ, Chicago, and piped to WEAF, New York on three additional stations. Discs will be played on the Saturday night *Barn Dance* on WSM, Nashville, on a spot as yet unchosen on WBZ-WBZA, Boston, and on a Detroit station as yet unselected. These five markets are the only ones to be used for the present, according to Charles C. Greene, account executive of Critchfield & Co., Chicago, agency handling the account.

FLIN FLON
Facts
Did you know that . . .
Flin Flon has payrolls of close to $500,000 monthly?
CFAR
FLIN FLON, MANITOBA
Canada

Allsweet Changes List

SWIFT & Co., Chicago (Allsweet margarine), on Feb. 7 will start participation on Fletcher Wiley's *Housewives Protective League* program over KNX, Hollywood, and on Feb. 9 will start participation on *Feminine Fancies* over the complete Oregon and California groups of the Don Lee Network. On Dec. 10 Allsweet cancelled announcements on 26 Southern stations but will return on Feb. 10 using 20 of the stations.

According to J. Walter Thompson Co., Chicago, agency handling the account, it is possible that the money being saved on the six stations will be expended in heavier appropriations on each of the other 20 stations that will carry the announcements.

Omar Tests New Show

OMAR MILLS Inc., Omaha (Omar Wonder flour), on Jan. 8 cancelled its *Your Home Town Memories* transcription on 11 stations. A new show as yet untitled has been started on KOA, Denver, which, if test proves successful, will be waxed and placed on the same list of stations which carried the *Your Home Town Memories* program. J. Walter Thompson Co., Chicago, handles the account.

WM. R. WARNER Co., New York (Sloan's liniment), has added another audience angle to *Behind Prison Bars*, featuring Warden Lewis E. Lawes, on NBC-Blue. The warden allows any member of the audience to put a question to him during the crime forum. Now Ben Grauer, announcer, says just before sign-off: "Members of the studio audience, what would you say?" and 300 voices answer "Thanks for Sloan's liniment!"

IN CORNERSTONE
CBS to Put BROADCASTING
In New Structure

WHEN CBS lays the cornerstone of its new $1,750,000 Hollywood studio building at Sunset Blvd. and Gower St., on Jan. 18, copies of BROADCASTING will be enclosed in the copper box that will be deposited there for posterity, according to Donald W. Thornburgh, Pacific Coast vice-president. The issues will contain stories on the progress made by CBS in Hollywood and on the West Coast during the past year.

The ceremonies will also include christening the block as Columbia Square. Mr. Thornburgh, assisted by W. B. Lewis, CBS New York vice-president in charge of programs and other executives of the network will participate in the ceremonies, along with city officials. The event will be broadcast over KNX, the CBS Hollywood station at 12:15 p. m. (PST).

Oh Henry Adds

WILLIAMSON CANDY Co., Chicago (Oh Henry candy bars), on Jan. 24 will add KRLD, Dallas; KTUL, Tulsa, and KOMA, Oklahoma City, making seven stations carrying five weekly one-minute transcribed announcements. Other stations that have been carrying the discs are WBZ-WBZA, WGY, WTAM and KOA. John H. Dunham Co., Chicago, handles the account.

E. K. COHAN, technical director of CBS, was to sail for Europe Jan. 15 aboard the French Line *Ile de France*.

General Mills Contracts For St. Louis Baseball

GENERAL MILLS has practically cornered the play-by-play baseball broadcast situation in St. Louis, it has developed during the last fortnight. The cereal manufacturer has contracted for full schedule broadcasts over both KWK and KMOX, including both American and National League games at home and abroad. Knox-Reeves Inc., St. Paul, is placing the business.

Heretofore, Kellogg Co., Battle Creek, Mich., has sponsored major league baseball over KMOX. During the last two seasons General Mills has sponsored games on a competitive basis over KWK. N. W. Ayer & Son, Philadelphia, it is understood, had made preliminary arrangements this year for continuing broadcasts of baseball over KMOX but it subsequently developed that General Mills had signed a prior contract continuing also on KWK.

Whether Kellogg will use some other station in St. Louis, thereby creating a situation wherein three stations would be broadcasting the same games simultaneously, has not yet been indicated. John O'Hara, KWK sportscaster, will handle the games home and abroad over KWK, France Laux over KMOX.

LIBBY, McNEIL & LIBBY Inc., Chicago (evaporated milk), on Jan. 10 started five-minute talks by Mary Wright thrice weekly on WAAF, Chicago; on Jan. 11 started quarter-hour *Polish Early Birds* on WGES, Chicago, in addition to 50-word announcements, and on Jan. 9 started participations on the *Greek Hour* on WHFC, that city. J. Walter Thompson Co., Chicago, is agency.

FOR SALE

AT REASONABLE PRICE . . The Tenth Potential Sales Market in the U. S. For Complete Details, See **KWK** in St. Louis

THOMAS PATRICK Incorporated

HOTEL CHASE, ST. LOUIS

REPRESENTATIVE, PAUL H. RAYMER CO. NEW YORK, CHICAGO AND SAN FRANCISCO

Plans Made for Meeting Of Southern California Broadcasters on Feb. 3

NILES TRAMMELL, NBC central division vice-president, Chicago, has been invited to be a guest speaker at the first get together banquet of the Southern California Broadcasters Association, tentatively set for Feb. 3, in Los Angeles, according to announcement by Leo B. Tyson, president, following the groups first meeting Jan. 10.

Tyson, who is also general manager of KMPC, Beverly Hills, Cal., said that the organization will have approximately 200 advertising agency and radio executives at the dinner which will officially launch a nationwide promotion campaign to call attention to the advantages of using Southern California stations in advertising nationally known products. Clarence B. Juneau, assistant manager of KEHE, Los Angeles, heads the banquet committee which also includes Harry Witt, CBS Southern California sales manager, and C. Merwyn Dobyns, manager of KGER, Long Beach, Cal.

Lawrence McDowell, commercial manager of KFOX, Long Beach, Cal., and vice-president of the association, has been appointed to investigate the compensation insurance rates for station employes.

TELEGRAPH STUDY TO KEEP FCC BUSY

AN INQUIRY into telegraph rates, based on carrier's request for a 15% increase, will keep the FCC busy in late February and may place broadcast control in the background for a while. The hearing starts Feb. 14 before the entire Commission, the same date as the opening of the NAB convention.

Commissioner Craven dissented to the FCC order because of its broad scope. In a statement of his position, he declared that because of the critical financial situation of the telegraph companies, the hearing should be limited to the rate increase needs instead of holding the possibility of being expanded into a long drawn-out proceeding on all phases of the telegraph industry. He proposed that the FCC later should embark on a study of the communications situation to learn whether communications was tending to turn into a monopoly status rather than the present competitive situation between voice and record communications.

120 MILLION

Dollars from the sale of 1937 crops is ready now for spending by the rural audience of

WROK

In Northern Illinois and Southern Wisconsin

HOW MUCH OF IT IS YOURS?

ROCKFORD, ILL. 1410 KC.

TRANSCRIPTIONS

STATING that releases of news transcribed sound effects will be issued every other month hereafter, Gerald King, president of Standard Radio, has announced that the current releases include three of battle scenes, including cannonading, cavalry charges, aerial combat, etc.; newspaper office background effects; barnyard effects; train pulling into station; miltary band arrangements of *America, Star Spangled Banner* and *Dixie*.

STANDARD RADIO, Chicago, has sold its program library service to KARM, Fresno, Cal., and its popular supplement library to KBTM, Jonesboro, Ark., WICA, Ashtabula, and WDZ, Tuscola, Ill; also *Sons of the Pioneers* to KGNC, Amarillo, Tex.

FIVE new subscribers for NBC *Thesaurus*, transcription library, are reported by NBC's transcription division. New subscribers are: WGH, Newport News, Va.; WHDL, Olean, N. Y.; WWJ, Detroit; VOCM, St. Johns, Newfoundland; WEAF, N. Y.

ALLIED RADIO Corp., Chicago, has installed complete Presto recording equipment, and is now making off-the-air and voice recordings at its plant located at 833 W. Jackson Bldv. Leroy W. Beier is manager of the new transcription studio.

PAN-AMERICAN Radio Productions, Hollywood, has been auditioning 130 quarter-hour episodes of the transcribed *Charlie Chan* series for E. R. Squibb & Son, New York (drug products). Radio rights to the series are controlled by the Irving Fogel Radio Productions, Hollywood. The deal, if concluded, would call for Squibb's sponsorship in Latin-America.

LITTLE Theatre of the Air, new script and transcription producing firm in Chicago, now has its offices at 154 E. Erie St.

STUART F. DOYLE, chairman of the board of directors, Commonwealth Broadcasting Co., owner and operator of a number of Australian broadcasting stations, and chairman of Fidelity Radio Ltd., distributors of recorded programs in Australia, has arranged for a franchise from Atlas Radio Corp., and will establish headquarters in Sydney for the distribution of the 28 Atlas produced radio serials to stations in Australia and New Zealand.

WESTERN Atlas Radio Distributing Co., a unit of Atlas Radio Distributing Corp., has opened West Coast offices in the Equitable Bldg., Hollywood. Ray Coffin, for four years with Atlas in Des Moines, has been placed in charge as general manager with jurisdiction over the 11 western states. He is now organizing a sales staff.

CHARLES MICHELSON, programs and transcriptions, New York, has moved to 545 Fifth Ave.

Drene's February Spots

PROCTER & GAMBLE Co., Cincinnati (Drene Shampoo), will start a special month-long campaign Jan. 31 on a long list of stations, using two or more live one-minute announcements five nights weekly. Larger number of announcements will be used in those markets where the NBC *Jimmy Fidler* show is not heard. About $150,000 will be spent on the special campaign, it is reported. Howard H. Hudson, radio time buyer of H. W. Kastor & Sons Adv. Co. Inc., Chicago agency handling the Drene account, declined to reveal the complete station list.

President Sees FCC

MATTERS of radio policy were discussed at a conference at the White House Jan. 14, participated in by President Roosevelt with Chairman Frank R. McNinch and Commissioner T. A. M. Craven of the FCC. No details were divulged, but immediately following his visit, Chairman McNinch announced the FCC reprimand in the Mae West case and also the new pronouncement of policy in connection with licensing of second stations to licensees in communities in which they already operate stations. It was Commissioner Craven's first conference with the President since he was elevated from chief engineer to commissioner last summer.

AMP Custom Discs

GRIFFITH B. THOMPSON, former NBC New England sales manager and for the past year radio director of Bermingham, Castleman & Pierce, New York agency, has joined Associated Music Publishers Inc., to organize and direct a commercial recording department. The company heretofore has conducted a recorded library service. New subscribers to the library include WABC, KARM, WSYR, KFYR.

INTRODUCTION of facsimile in Spokane within six months was announced Jan. 14 by Louis Wasmer, president of KHQ and KGA. He said that the first "daily newspaper of the air" would be offered listeners who would be sold attachments for their receivers at a cost of not more than $50.

Los Angeles Labor Case

AFTER receipt of complaints from labor organizations about broadcasts over KFI, Los Angeles, sponsored by "Neutral Thousands", an organization, the FCC made inquiries concerning the program, with the result that the station has discontinued such broadcasts, Chairman McNinch asserted Jan. 14. He said labor organizations had protested that KFI refused them time but that in the exchange of correspondence it developed that KFI refused the labor organizations the right to use facilities after its lawyers had held that the script was "libelous". Upon further inquiry, he said, it developed that KFI had decided to discontinue acceptance of the "Neutral Thousands" series. Mr. McNinch emphasized the FCC did nothing more than make inquiries and did not instruct the station one way or the other.

KFNF Power Boost

AUTHORIZED to increase its daypower five-fold and to double its night output, KFNF, Shenandoah, Ia., is installing a completely new transmitting plant, which probably will be ready within a few weeks, according to an announcement by the station. Operating on the 890 kc. channel, KFNF, on Dec. 31 was authorized to increase its day power from 1,000 to 5,000 watts, and its night power from 500 to 1,000 watts. The station, operated by Henry Field, prominent Middlewestern merchant, has been on the air since 1924. A new transmitter site will be used and new buildings and towers erected.

OHIO
INDIANA
WHAS
KENTUCKY

WHAS

50,000 WATTS

NATIONALLY CLEARED CHANNEL

This Big Popular Pioneer Station Gives Advertisers Best Results in the Heart of the Rich Ohio Valley

★

820 Kc. C.B.S. Outlet

AS an intelligent buyer of time on the air you've probably reached the point where the accustomed sales magic of the hoke artists gives you an acute pain in the pants.

So we're submitting just the very bare facts about what we have to sell . . . feeling that if it best meets your needs you are just as eager as we are to make a deal mutually profitable.

Latest survey of our Proved Primary Listening Area shows total annual sales of $2,738,119,583 . . . Food sales $292,726,998. . . . Filling station sales $77,575,083. . . . Drug sales $52,545,833. Population 4,932,307. . . . Families 1,267,519. . . . Radio Homes 904,999. . . . Income taxpayers 134,204.

Edward Petry & Company

National Representatives

COURIER-JOURNAL & LOUISVILLE TIMES STATION

Cantor Wins Poll

RADIO POLL of Eaton Paper Co., Pittsfield, Mass., declares Eddie Cantor to be America's favorite radio star. The poll has been conducted for three months on 11 stations, and was also advertised in national magazines. Announcement to Cantor was made on his *Texaco Hour* on Jan. 5; a gold plaque mounted on ebony will be given to him by the company.

Jewelry Firm's Plans

WOLCOTT Co., Providence, R. I., manufacturing jeweler, has appointed Niles-Richman Co., New York, to direct advertising. The firm's first consumer campaign will include spot announcements in a few markets, to start in February.

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

13 + 13 = 52

• Many of our national and local advertisers originally contracted for just 13 weeks. After they saw the direct results—they renewed for another 13 weeks and another. Now the contracts are for 52 consecutive weeks because they get continuous results.

National Representative
CRAIG & HOLLINGBERY, INC.

CBS and Union Settle Hollywood Wiring Case

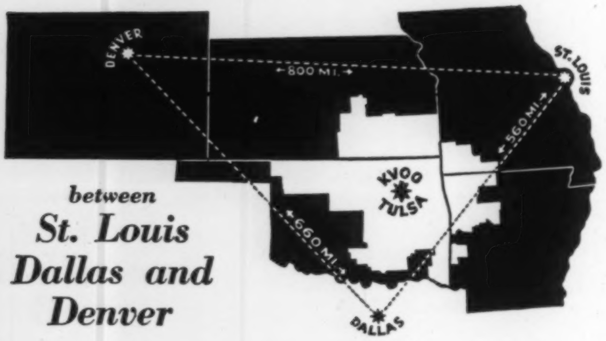
DISPUTE over installation of electrical equipment in the new CBS Hollywood studios now being erected at Sunset Blvd. and Gower St. has been satisfactorily adjusted, Al Speede, business agent of Studio Electricians & Sound Technicians Local 40, International Brotherhood of Electrical Workers, announced early in January following a series of conferences between contractors, network and union officials.

The electricians in early December halted installation of approximately $50,000 worth of sound equipment because it was assembled in the Western Electric Co. plant in the East before being shipped to the West Coast. The demand was made that the equipment be returned to the eastern plant, or taken down and wired by local union men. It is understood that CBS acceded to the latter request. Work will give employment to between 15 and 20 electricians for a period of several weeks, with wages estimated at more than $12,000.

Flexo on Michigan Net

SWIFT & Co., Chicago (Flexo Water Softener), has started participation on the *Happiness House* program on the Michigan Network and spot announcements on WSBT, South Bend, and WKBN, Youngstown. No other additions are contemplated at present, according to H. L. Hulsebus, vice-president of Stack-Goble Adv. Agency, Chicaga, agency handling the account.

THE MOST POWERFUL STATION



between St. Louis Dallas and Denver

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

PARTY—A candid camera shot of the announcing staff of WBNS, Columbus, preparing for the WBNS-RKO Palace Theater Christmas Party. Left to right are Herbert Welch, Irwin Johnson, Merrill Madden and Russell Canter. With the proceeds of the show the station and theater gave new toys to 1,500 needy children.

Feud With Lundberg

GROVE LABORATORIES Inc., St. Louis (Bromo-Quinine), sponsor of *Gen. Hugh S. Johnson* four evening a week on NBC-Blue, on Jan. 13 turned the General's broadcast time over to Ferdinand Lundberg, author of *America's Sixty Families*. The book was quoted in radio speeches of Assistant Attorney General Jackson and Secretary of the Interior Ickes. Gen. Johnson, both on the air and in his column syndicated to Scripps-Howard newspapers, declared that statements in the book were false, including references to himself. When Lundberg asked for an opportunity to answer the charges, the General asked to have his time made available for the purpose. Mr. Lundberg is currently being sued for $250,000 by E. I. Du Pont de Nemours Inc., for libelous remarks in the same book. Grove agency is Stack-Goble Adv. Agency, Chicago.

Lewis-Howe Spots

LEWIS-HOWE Co., St. Louis (N-R remedy) has placed a portion of its N-R business with Stack-Goble Adv. Agency, Chicago. Thirty-five word to one-minute announcements broadcast 11 times weekly have been started on four stations of the Don Lee network—KGB, KDB, KFRC and KHJ.

WLBC
TEST
the typical American City
MIDDLETOWN
MUNCIE, INDIANA
THE TEST TUBE STATION OF THE NATION

Canadian Publishers Plot Methods to Stop Network Broadcasts in Dominion

AT A CLOSED meeting Jan. 10 in the offices in Toronto of the Canadian Daily Newspapers Association, Gladstone Murray, general manager of Canadian Broadcasting Corp., discussed with newspaper and magazine publishers of the Dominion the CBS commercial network development. A reliable source indicates that both the newspaper and magazine publishers wanted to know how far the importation of American network programs on a coast-to-coast Canadian network was going to go and claimed that due to these programs and other network programs originating in the Dominion through the CBC, they were losing big advertising appropriations.

It is understood that one publisher suggested that Parliament be asked to grant CBC a subsidy over a number of years so commercial programs will not have to be carried. Gladstone Murray, CBC general manager, clarified the commercial situation, it is understood, and explained to the publishers that radio is now an advertising medium of recognized standing.

The association formed a committee to consult with the CBC from time to time on commercial business, with Col. R. F. Parkinson of the *Ottawa Journal*, president of the CDNA as chairman, and F. I. Kerr of the *Hamilton Spectator*; Victor Sifton, *Winnipeg Free Press*; T. F. Drummie, *Saint John Telegraph-Journal*. Representing periodicals on the committee were N. R. Perry, *MacLean's* magazine; E. R. Milling, Consolidated Press Ltd.; T. J. Tobin, *Canadian Countryman*. Representing Canadian Weekly Newspapers Association on the committee were George James, *Barrie Examiner*; Alex McLaren and C. V. Charters, executive members of the association.

The CDNA issued a statement after the meeting that "closer cooperation between the press and the CBC would not only be mutually advantageous, but would serve the public interest as well." This and a list of the publishers on the committee and Gladstone Murray's presence were all that appeared in the Canadian press about this meeting.

New WEBC Building

THE new three-story WEBC Bldg its upper floor devoted entirely to radio, was formally opened in Duluth Jan. 6 with much fanfare and ceremony under the direction of Walter C. Bridges, founder and general manager of the station. The new studios are reported to be the most modern and best equipped in the Northwest. WEBC, a pioneer station, boasts among its "alumni" such well known radio figures as Pierre Andre, the announcer; Pat Murphy, now with the *Girl Alone* program; Frank Dane, with *Hope Alden's Romance;* Ted Hedinger, now assistant production manager of Bing Crosby's *Music Hall;* Louis LaMarr, WGN, Chicago; Morris Cannelin, WTMJ, Milwaukee; George Hogan, WCAU, Philadelphia; Brooks Henderson and Jack Lellman, KSTP, St. Paul.

GRISWALD MFG. Co., New York, on Jan. 23 will present *J. Alden Edkins*, vocalist, on WEAF, New York, Sundays for 13 weeks. Agency in charge is BBDO, New York.

NBC Appoints Director Of Television Scenery

MICHAEL WEIGHTMAN-SMITH has been appointed director of television scenic design of National Broadcasting Co.'s experimental television staff. Mr. Weightman-Smith formerly designed costumes and settings for operas presented by the San Francisco Chamber Opera Co., and he spent a year in Hollywood, where he was associated with Robert Edmond Jones and Cedric Gibbons, among the country's outstanding designers.

Mr. Weightman-Smith is the first, and so far the only director of television scenic design in America. He points out that the great difference between theater and television sets lies in the amount of detail. In television, he says, "every separate section of the setting must be a complete picture in itself so that no matter what pick-up angle is taken by the Iconoscope camera, the televised image will always show a balanced design in the background." In stage settings, on the other hand, "everything tends toward extreme simplicity, with reliance on various lighting schemes to bring out the mood of the scene. Then, too, the theater audience has a single angle of vision . . . there are no acute angles of vision from the side of the setting."

Concerning color, Mr. Weightman-Smith says that as time goes on, more will be discovered about the sensitivity of the Iconoscope to various colors, but for the present, all scenery is done in black, white, and various shades of gray, in order to produce a good image in black-and-white. As in the case of motion pictures, he says, certain shades of color result in an image very different from that produced in the human eye.

A television presentation, "When They Play a Waltz," held late in December, particularly stressed settings and color, which were designed and discussed by Mr. Weightman-Smith.

WOR, Newark, on Jan. 3, broadcast an appeal for blood donors who had recovered from rabbit fever (tularemia). The appeal, part of the Transradio Press news spot at 6:45 p. m., was originally received from Manhattan Eye, Ear and Throat Hospital, where a young woman from Los Angeles was ill with the disease, contracted from a lucky rabbit-foot given her by her husband. Several answers were received and the woman was given two transfusions. She is still in the hospital, but much improved.

FOR CHARITY—WRGA, Rome, Ga., raised money and provisions for the needy during the holidays. Here is a small portion of the huge roomful of food baskets distributed on Christmas. In photo (l to r) are H. H. Keel, First Commissioner of Rome; Major Will A. Patten, WRGA news editor; Happy Quarles, WRGA manager; Maj. Ruth Horgan, local Salvation Army head.

Clark Publicized

EARLY in the morning on New Year's Day, J. B. Clark, publicity director and sportscaster of WPTF, Raleigh, N. C., fell over a construction barricade and hurt his arms. He went to the WPTF studios and did his two hour stint, finding out later that both arms were broken. An alert AP man picked up the yarn and released it nationwide under a "Show Must Go On" caption and Clark can't figure out how to open all of the letters and telegrams that he's received.

Television Society

HOLLYWOOD Television Society has applied to the FCC for a television broadcasting license, through George Mahaffy, who is named as trustee. The application asks permission to broadcast television and colorvision for experimental reception of amateur receivers. The Society, headquartered at 763 N. Gower St., that city, includes camera, projection, sound and radio men associated with the motion picture and radio industries. Officers of the association, recently elected are George H. Seward and William Praeger, president and vice-president, respectively, and Thomas Adams, secretary.

Clean as a Hound's Tooth
as to Programming and Sound

Public Policy

WSYR

SYRACUSE, N. Y. N.B.C.

CANADA APPROVES

Listeners Like Net Series From the States

SINCE Unites States networks have increased their affiliations in Canada the additional service has met with widespread approval of Canadian listeners. Especially is this true of the northern and western sections of the Dominion where listeners had found it difficult to tune in popular programs that are now carried by their local stations.

Religious leaders, however, are objecting to the airing of commercial programs on Sunday. Church services formerly broadcast in early Sunday evening hours have been replaced on many local privately-owned stations by American commercial programs. According to Gladstone Murray, general manager of CBC, the local stations may retain the non-paying religious programs or broadcast commercial programs and the CBC is powerless to alter the situation.

When the CBC board of governors met last November, the Lord's Day Alliance group objected to Sunday commercials, claiming them transgressions of the Canadian Lord's Day Alliance Act. At that time the CBC referred the matter to a committee. According to reliable sources, the CBC is turning down commercial programs on Sunday evenings to maintain more balanced program production on government-owned stations.

PROGRAMS for the second broadcast of the NBC Symphony orchestra under Arturo Toscanini were printed on sheets of cork to prevent rustling.

Television in London

WITH London shops now offering television receivers at prices ranging from $175 to $600 and encouraging installment buying, the *London Observer* reports there were nearly 9,000 such receivers in use in Great London before Christmas and it anticipated that another 1,000 would be sold during the Christmas season. Twice daily television broadcasts are offered by the British Broadcast Corp., first to bring out television as a public service, and great stimulus was given to looking-in by the recent televising of the Coronation, the Armistice Day services and the Wimbledon tennis matches.

IN BIRMINGHAM
It's
WSGN

Birmingham "home folks" keep their dials tuned steadily to WSGN. Low cost coverage of the rich Birmingham market makes it "Alabama's best radio buy" for the advertiser!

The News
Age-Herald
Station
Birmingham
1310 KC.

Affiliated With
NBC BLUE NETWORK

Double lanes move *twice* as much traffic

—*says the Major.*

Yes. and two good radio stations double results . . . WIS and WPTF — the Carolina Combination — intensely covering the two rich cotton-tobacco areas of the Carolinas, prove this beyond doubt. Try these twin stations for faster moving sales in these profitable markets . . . Sold at one low rate.

Major R. E. Zultz

The CAROLINA COMBINATION

WIS
COLUMBIA, S. C.
5000 WATTS, NBC

WPTF
RALEIGH, N. C.
5000 WATTS, NBC

560 WIS 680 WPTF

Represented by Free & Peters, Inc.

Sold at one low rate

Jimmy Fidler Sued

JIMMIE FIDLER, Hollywood gossip sponsored by Procter & Gamble on NBC-Red for Drene shampoo, was sued Jan. 3 by Constance Bennett, screen actress, in Superior Court. Miss Bennett asks $250,000 damages for allegedly stating on his Dec. 28 broadcast that she had been grossly discourteous to Patsy Kelly, actress. Also cited as defendants are Procter & Gamble Distributing Co., Procter & Gamble Mfg. Co., NBC, Earl C. Anthony Inc., operating KFI, H. W. Kastor & Sons Adv. Co. Inc., and others.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING
CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS

Food & Drugs Bill Passes House

(Continued from page 17)

ing should be permitted anywhere by anyone, and penalties must be strong enough to insure this."

Answering an inquiry from the floor why a Welch's grape juice advertisement attributing certain health properties to its use was allowed to be printed seven months after the Federal Trade Commission had issued a cease and desist order against the company in making such statements, Rep. Chapman (D-Ky.) said it was "because a cease and desist order is absolutely ineffective in preventing false advertising". Representative Chapman, as he attacked the "mildness" of the bill, exhibited a collection of patent medicines and cure-alls "which are supposed to cure everything from diabetes to blood poisoning".

Substitute Defeated

Rep. Halleck (R-Ind.), and Rep. Sirovich (D-N. Y.), spoke in favor of the Lea bill as written and against the proposal of Reps. Kenney and Chapman to apply without warning the supreme penalty for every violation, regardless of an intent to mislead the public.

Rep. Coffee (D-Wash.) spoke in favor of placing jurisdiction in the hands of the Food & Drug Administration and flayed the ineffectiveness of the FTC cease and desist orders. He pointed to the Welsh grape juice incident and referred to Commissioner Ewin Davis, of the FTC, whom he said had a brother who was a director of the Welch company.

This brought a sharp replv from Rep. Bulwinkle (D-N. C.). Other members arose to defend Davis and praise the service of their former colleague on the FTC. Rep. Coffee withdrew any reflection on Davis but continued to point to the Welch advertisement in the face of a cease and desist order.

Rep. Kenney offered his substitute amendment for section 14-a which he said would put "more teeth in the measure." It was defeated 52 to 37.

Rep. Mapes moved to strike out section 2 and renewed his argument that jurisdiction should go to the food and drug administration. Rep. Lea insisted that such matters should go before a quasi-judicial body like the FTC and not be handled by a bureau or strict administrative unit of the Government.

The House, which considered the bill as a committee of the whole, sustained the committee chairman and defeated the Mapes motion by a voice vote.

Rep. Bruce Barton (R-N. Y.), chairman of Batten, Barton, Durstine & Osborn, took the floor in support of the legislation but asked for two clarifying amendments to the section defining the term "false advertisement". These were rejected.

The New Yorker told the House that 95% of the advertisers favored the Lea bill and said it would affect only about 5% who desire to mislead the public by false claims. He said no honest advertiser or respectable publisher or broadcaster had anything to fear from the legislation.

All amendments offered to the bill were voted down with the exception of one offered by Representative Cox (D-Ga.) which exempted from section 2 the corporations operating under the Packers and Stockyard act. Section one of the bill carried this provision and Chairman Lea accepted the Cox amendment to section 2.

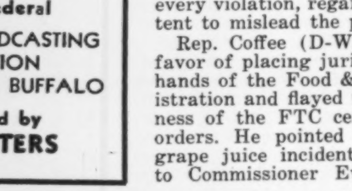
A motion by Rep. Kenney to recommit the bill with instructions to substitute his amendment for section 14-a was voted down by a voice vote.

Committee Report

In its report to the House, the Interstate & Foreign Commerce Committee explained the purposes of the bill. As to the needs for amending section 5 of the existing law, the committee said:

"The words 'unfair methods of competition' in section 5 have been

WASHINGTON, D. C.



The National Hook-up
To Guest Comfort

WILLARD HOTEL

HALF a million was recently spent to make this world famous hotel Washington's newest in equipment and comfort. To facilitate business or pleasure contacts in the capital, live at this central downtown address.

CONVENTION FACILITIES

Grand Ballroom seats 1,200. Adjoining Small Ballroom seats 600. Other Meeting Rooms accommodate 30 to 350. Public Speaking Devices, Special Convention Rates, Individual Convention Service. Centrally located for every convention activity.

The
WILLARD HOTEL

14th & Pennsylvania Avenue — Washington, D. C.

Write Convention Manager Today for Literature

New York Representative
Mr. Robert F. Warner
11 West 42nd Street
New York, New York
Longacre 5-4500

Chicago Representative
Mr. James N. Mills
11 South La Salle Street
Chicago, Illinois
Randolph 7774

NORTHWEST'S LEADING RADIO STATION
KSTP
25,000 WATTS
OFFERS
LIFELIKE RECEPTION
NEW TRANSMITTER
INCREASED COVERAGE
BASIC RED NETWORK
KSTP
MINNEAPOLIS
SAINT PAUL

Memo:
Shows to Watch in '38

"ACROSS THE BREAKFAST TABLE"
with
Margaret and Gordon
MUNRO

●

Now on the air for the Ivory Family— KMBC, Kansas City; Buffalo and Philadelphia to start January 17

●

An Arthur B. Church Production
A KMBC Tested Program

"The Texas Rangers" with "Tex" Owens, now on CBS coast-to-coast Sunday mornings at 11:00; "Life on Red Horse Ranch," an outstanding music-drama series for spot; and Caroline Ellis, the voice of authority in an afternoon newscast especially for women, are other KMBC Tested features that deserve your careful attention. Currently they're getting plenty in the nation's eighth richest market!

KMBC
OF KANSAS CITY
The Program Building and Testing Station

construed by the Supreme Court as leaving the Commission without jurisdiction to issue cease and desist orders where the Commission has failed to establish the existence of competition. In other words, the act is construed as if its purpose were to protect competitors only and to afford no protection to the consumer without showing injury to a competitor. Thus, if a person, partnership, or corporation has a monopoly in a certain field, so that there is no competitor, his acts, no matter how deceptive or misleading and unfair to the consuming public, may not be restrained. Similarly, where all of those engaging in a particular line of commerce are participating in the same unfair method, the Commission may be powerless to act for consumer's protection."

"By the proposed amendment to section 5," the committee continued in its report, "the Commission can prevent such acts or practices which injuriously affect the general public as well as those which are unfair to competitors. In other words, this amendment makes the consumer, who may be injured by an unfair trade practice, of equal concern, before the law, with the merchant or manufacturer injured by the unfair methods of a dishonest competitor.

"This amendment will also enable the Commission to act more expeditiously and save time and money now required to show actual competition and the injurious effect thereon of the unfair methods in question."

Debate on False Advertising

The report discussed at length the subject of advertisements and especially section 15 defining false advertisement, which brought extended debate on the floor. On this, the committee said:

"Salesmanship and advertising are inextricable from the promotion and operation of business under our economic system. They have the common purpose of inducing the purchase of the seller's product. It is the case of the advocate boosting his own cause. Common experience discounts statements of a zealous advocate and weighs his declarations in the light of his own self-serving financial purposes. Reasonable latitude must be conceded to the salesman and advertiser in boosting his own product.

"It is not the purpose of this committee to ignore the realities of this situation.

"On the other hand, we cannot ignore the evils and abuses of advertising; the imposition upon the unsuspecting; and the downright criminality of preying upon the sick as well as the consuming public through fraudulent, false, or subtle misleading advertisements.

"The need of amending the existing act to give the Federal Trade Commission more effective control over advertising as an unfair practice, is urgent and manifest.

"The provisions of this bill covering false advertising are far reaching but we believe entirely warranted, necessary for the effective control of illegitimate advertising and yet drawn with due regard to the rights of legitimate advertising. We believe the legislation is based on necessity and sound reason and that due discrimination has been made in applying penalties to fit the varying magnitude of the offenses involved.

PIE BITER—Larry Elliott, chief announcer of WJSV, Washington, buried his bicuspids in this prize-winning entry during WJSV's pie contest on the Aladdin's Kitchen cooperative program. Assistant eater is Elinor Lee, WJSV home economist. Among sponsors on the program are Chestnut Farms Dairy, National Dairies subsidiary, and Potomac Electric Power Co. All pies in the contest were sent to Central Union Mission after the judges were through.

"Among the most obvious needs of the F.T.C. act are those of giving more effective control of advertisements affecting the public health and fraudulent impositions as to its food and medicinal supplies.

"The advertisement amendments to this bill revolve around the definition of a 'false advertisement' in section 15. A false advertisement is defined as one 'which is misleading in a material respect.' Certain specified matters are to be considered in determining whether or not an advertisement is misleading. This definition is very broad. It will be noted that a fraudulent intent is not a necessary element of a false advertisement. The essential elements of a false advertisement are that it is misleading, and misleading in a material respect. It places on the advertiser the burden of seeing that his advertisement is not misleading.

"The definition is broad enough to cover every form of advertisement deception over which it would be humanly practicable to exercise governmental control. It covers every case of imposition on a purchaser for which there could be a practical remedy. It reaches every case from that of inadvertent or uniformed advertising to that of the most subtle as well as the most vicious types of advertisement."

Explaining the reasons why the committee felt jurisdiction of advertisement should go to the Federal Trade Commission, the report said:

"The Federal Trade Commission as an independent quasi-judicial body, has a procedure better calculated to handle multitudinous types of advertising and to do its work to the greater confidence and satisfaction of the public than any purely administrative body. Its work carries with it the combined elements of searching investigation, orderly procedure, prevention rather than penalization in minor cases, and that judicial fairness that is essential to the enlistment of confidence by the public."

WWL
NEW ORLEANS
LOUISIANA'S
most powerful
station
★
850 KC. 10,000 WATTS
★
affiliated
C.B.S.

LANG-WORTH
planned programs
LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD
•
LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

IF YOU
CAN'T AFFORD
JACK BENNY—
CALL
WAVE!

No, we're not offering you a potential Jack Benny at a bargain price. We *do* offer, however, to build and *hold* a Louisville audience for you *without* an expensive, individual-talent show. We are doing it today for several advertisers—producing several local shows that actually outpull big national features. As a sample of their popularity, one of them (in a recent telephone poll) was accorded a 72% preference by Louisville listeners as their favorite daytime program! . . . . So again, boys, we say: "If you can't afford Jack Benny, see us!" An N. B. C. Outlet.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

AFTER THE PROGRAM WAS OVER

WIBW Went to Phone Offices Following Major Bowes Broadcast to Cover Tallying of Votes

AFTER Major Bowes' salute to Topeka Jan. 6 during the CBS *Amateur Hour* sponsored by Chrysler Corp., WIBW, Topeka, conducted a 15-minute back-stage air scene which followed 15 minutes after the *Amateur Hour* had signed off.

With Art Holbrook and Judson Woods, announcers, handling the remote control microphones, WIBW went to the Topeka operating offices of the Southwestern Bell Telephone Co., picked up and sent over the air the votes which are taken continually during and a half-hour after the broadcast.

For 15 minutes the remote staff brought in the scene at the telephone company, where 52 special operators and 20 number tabulators received and tallied votes for the amateurs.

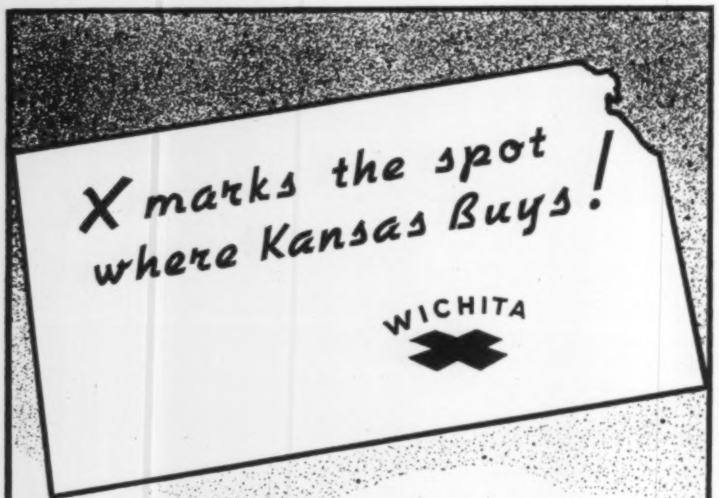
Among the notable Topekans who appeared on this broadcast were Herbert G. Barrett. Mayor Bruce Hurd, president of the Chamber of Commerce; and R. H. Mott, local Chrysler dealer, who were interviewed briefly by the announcers on their reactions to the Major's salute to Topeka.

Topekans cast 37,467 votes by phone for amateurs, considered somewhat of a record since most honor cities of the same size have been sending in about 8,000 calls. Ben Ludy, new WIBW General Manager and V. B. Gray, personal representative of Major Bowes, arranged the broadcast.

TALLY—WIBW, Topeka, broadcast the *Major Bowes Amateur Hour* votes after the CBS program was over, Art Holbrook speaking from the telephone offices.

Breitenbach on 75

M. J. BREITENBACH Co., New York (Pepto-Mangan), on Jan. 3 started a series of transcribed announcements on 75 stations, to run for 18 weeks, through May 9. Agency is Morse International, New York.



KFH

WICHITA KANSAS

Basic Supplementary, CBS

National Representative, EDWARD PETRY & CO., Inc.

Congress Attacks New FCC Reports

Rep. Luce Calls Transcripts Waste of Public Money

THE new FCC practice of sending copies of all of its actions to members of Congress, government departments, state administrations and all other official groups, drew sharp criticism in the House Jan. 11 as a waste of the "people's money". The practice was instituted last fall on motion of Chairman Frank R. McNinch as one of the steps toward placing the FCC "in a glass house" and in that way tending to diminish the number of Congressional and other inquiries on the status of cases pending before that body.

In the debate on the Independent Offices Appropriations Bill, which includes the FCC appropriation for the 1939 fiscal year, Rep. Luce (R-Mass.) said there came to his office on the preceding day from the FCC a batch of mimeographed sheets, which he exhibited.

Consists of 130 Pages

"I have had the curiosity to count their number and I find that there are 130 mimeographed sheets", he said. "If they were sent to every Senator and Representative there were used 69,030 pages of perfectly good paper for perfectly useless matter. If any man here went through the sheets and will rise and say he found any profit in them at all I shall be surprised. This is a transcript of the routine doings of this board in December with one item relating to November, wholly wasteful, extravagant in the last degree. This for me was the last straw that broke the camel's back. It drives me to remonstrance."

Adding that he has been disturbed and annoyed and grieved by all "this wasting of the people's money", Rep. Luce asked whether any provision had been made in the bill for censorship of such material.

Chairman Woodrum (D-Va.), of the Appropriations subcommittee, said he had seen the document and that it was of "no interest" to him. "I do not know what was the occasion for having such a voluminous record sent to members of Congress, but the committee is exerting every precaution that it knows how to exert to try to prevent unnecessary printing and binding, multigraphing and duplicating of various sorts," he said.

In conclusion, Mr. Luce said: "I call attention to this in order to point out the necessity of doing something more, the necessitv of having some official or some board somewhere along the line which will prevent the publication of a 130-page mimeographed report of the doings of one agency, almost wholly those of a single month, the detailed record of a Commission with which most of us having nothing to do and in which we take no interest. It is a striking illustration of saving at the spigot and wasting at the bung. Until we have sense enough to provide for censor, these wasteful, extravagant agencies of our government, we are going to continue a burden that ought to be taken from the taxpayers' shoulders.

FCC Asks Newspapers And Press Associations To Attend Wave Session

RULES and regulations to cover the use of mobile frequencies i the ultra-high band for press stations will be discussed at a conference called by the FCC for Jan 27 in Washington to which newspapers and press associations hav been invited. Bands set aside fo the press contemplate their use i covering events where wire lin facilities are not readily availabl such as sporting events like gol and during emergencies, with th shortwave facilities used as relay

The call for the conferen brought out that at the inform short wave conferences held i June, 1936, representatives of pre associations presented data show ing their needs for frequenci above 30,000 kc. and the manne in which they could be allocate to best advantage, after which specific allocations were made.

"Before preparing specific rul and regulations for adoption, co ering in detail the manner in whic these frequencies are to be used the Commission stated, "furth information is desired with respe to the conditions in these ban as observed during the past ye and one-half."

It was added that new rules a necessary since the type of ser ice contemplated by the allocatio order (No. 19) has not heretofore been recognized. "It is th desire of the Commission", sa the release, "that any rules adop ed should provide for maximu usefulness of these frequencie

Although the invitation was d rected specifically to newspape and press associations, all oth interested groups were invited present their views.

Thornton Fisher Series

FRANK H. LEE Co., New Yo (Lee Water-Bloc Hats), is sponsoring a 15-minute sports broadcast by Thornton Fisher, wel known newspaper writer, glob trotter and cartoonist, every Tue day, Thursday and Saturday ev ning on WNEW, New York.

RADIO POPULARITY surv conducted by the Boys' Athle League of New York among m than 22,000 boys and girls betw the ages of 6 and 16 showed J Penner to be No. 1 entertain Second place in both boys' a girls' lists went to Eddie Cantor.

WEBC

Tells Your Story In

AMERICA'S SECOND PORT

DULUTH & SUPERIOR

●

And on the

IRON RANGE IT'S

WMFG

HIBBING

WHLB

VIRGINIA

New NBC Division On Sound Effects

Ray Kelly Is Named Manager To Direct M and O Stations

TO DEVELOP new and improved sound effects equipment in all of its owned and managed stations, NBC on Jan. 11 announced through C. W. Fitch, business manager of its program department, the creation of a Sound Effects Development and Maintenance Division. N. Ray Kelly, former head of the New York NBC sound division, has been appointed manager of the new department which will serve all NBC-owned and managed stations. Zale Dillon, former assistant to Kelly, has been named supervisor of the New York sound effects division to replace Mr. Kelly. Dillon will be responsible for the management and operation of personnel and equipment used in the Radio City studios, reporting to William S. Rainey, manager of NBC production division.

Mr. Kelly recently completed a tour of NBC stations in Boston, Washington and Pittsburgh, where he studied the equipment now in use. He will soon leave for further discussions with NBC officials in Chicago, Denver and the West Coast.

Free from Warner

WARNER BROS. First National Studios, Burbank, Cal.. on Jan. 10 started servicing 498 stations throughout the country with a free weekly release titled *Five Minutes in Hollywood.* It contains gossip, featurettes and general news on Hollywood motion picture celebrities as well as Warner Bros. activities. The release is being air-mailed to program managers under supervision of Robert S. Taplinger, Warner director of publicity.

Offers Mobile Unit

MINDFUL of the great part radio plays in public emergencies, Martin B. Campbell, general manager of WFAA, Dallas, on Jan. 10 offered the station's new mobile unit transmitter, KAXD, to the "public interest, convenience and necessity" in the 178 Texas counties throughout the station's primary coverage area. Brochures giving complete information about the unit, telling how to obtain it, and offering it to public service in emergencies, have been mailed to mayors, police chiefs, county judges, sheriffs, American Red Cross chapters and newspapers throughout Texas.

News

is your best bet

TRANSRADIO

20-Grand Discs

AXTON-FISHER TOBACCO Co., Louisville (20 Grand cigarettes), on either March 14 or 21 will start transcriptions on 15 stations across the country from New York to Denver. Quarter-hour discs, to be heard three days a week, will feature Martin Block's *Make-Believe Ballroom*, now on WNEW, New York, six days weekly. The series will run for 26 weeks, placed by McCann-Erickson Inc., New York.

Sloan Endowment

ALFRED P. SLOAN, General Motors board chairman, who recently endowed a project for economic study at the University of Chicago, provided in the endowment for "exploratory work leading toward the broadcasting of economic information." The work would be in charge of the University Broadcasting Council, which stages the NBC-Red *Round Table Discussions* Sundays, 12:30 p. m.

Jackie and Jack

JACK HARRIS, sportscaster on WSM, Nashville, gets embarrassed every Tuesday night. The program just before his is sponsored by the Lancaster Seed Co. and the closing commercial is read by a youngster called "Little Jackie Harris" who sold some seed and won a ukelele. The transcription announcer ends by chiding, "Now you know you can do as well as Little Jackie Harris". It's a matter of dignity, says Big Jack.

Peter Pan Foods

J. B. INDERRIDEN Co., Chicago (Peter Pan Fancy Foods, canned goods), has placed its account with the John H. Dunham Co., Chicago. One-minute spot announcements are being used on WAVE, Louisville, but no other additions are contemplated at the present time, according to Haan J. Tyler, radio director of the agency.

Nehi Auditioning

NEHI Inc., Columbus, Ga. (beverage), is auditioning programs for a network series scheduled to start in March on NBC-Blue, Fridays, 9-9:30 p. m. on an undetermined number of stations. Agency is James A. Greene & Co., Atlanta.

Keeps
Getting
More
Business

OVER 700%
Increase in 3 years.
THERE'S A REASON!
Hawaiian Broadcasting System Advertising
DOES NOT COST—IT PAYS!

FRED J. HART,
President and General Manager
San Francisco Office, Californian Hotel

Representatives:
CONQUEST ALLIANCE COMPANY
New York, 515 Madison Ave.
Chicago, 228 N. LaSalle St.

C. P. MacGREGOR
729 S. Western Ave., Hollywood

Buying at Home

KYOS, Merced, Calif., recently developed a new idea to increase sales. In cooperation with the Chamber of Commerce, a daily one-hour program was arranged which promoted the city and all civic events. The broadcasts contain a "buy at home" slogan. The program is sold on cooperative sponsorship basis on a year's contract. The campaign is for all of 1938 and merchants may participate one or six times weekly. To date 35 firms are participating.

Avacado Campaign

CALAVO Growers of California, Los Angeles, a cooperative association of avacado growers, on Jan. 10 started a 30-day campaign using spot announcements three and four times weekly on 21 stations nationally, in many instances using a dealer tie-in. Lord & Thomas, Los Angeles, has the account.

Durkee on Coast

DURKEE FAMOUS FOODS, San Francisco, on Dec. 26 started the first of a series of weekly half-hour broadcasts titled *My Secret Ambition* featuring Tom Breneman, Wilbur Hatch's orchestra and a dramatic cast, over 8 CBS stations in the West (KNX, KSFO, KOIN, KOL, KVI, KFPY, KSL and KOY). Broadcasts are heard Sunday evenings 7:30-8 p. m. (PST). The cast dramatizes secret ambitions suggested by the radio audience. Agency is Botsford, Constantine & Gardner, San Francisco.

IBM Amateurs

AMATEUR shortwave broadcasts on regular schedule will start Jan. 31 by members of the Radio Experimenters' Club who are employes of the International Business Machines Corp., New York. An application for a group station is pending before the FCC, the plan contemplating a broadcasting station at the IBM Country Club, Endicott, N. Y. Pending the application the club members will use the call of one of the members under portable license.

..did you say MARKET?
then, look at this . . .
WMBD
GALESBURG
MONMOUTH
PEORIA
CANTON
PEKIN
BLOOMINGTON
Over 648,800
NORTH DAKOTA 680,845 POPULATION

SURE!
NORTH DAKOTA
is a good market
BUT . . .

Here is a market with almost the same population—AND, a per capita spendable income almost half again as large! "The heart of Illinois" is not only a rich agricultural area but a booming industrial center—with wages up to new peaks. Folks are SPENDING now for the things they want and need, even for things they don't need! If you want to make advertising dollars get results, cover this market with WMBD—the only medium that gives complete, economical coverage. 327 local advertisers in 1936—86 national . . . now with increased power (5000 watts daytime—1000 watts nite) WMBD is a better buy than ever before.

FREE, JOHNS & FIELD, INC.—National Representatives

MEMBER CBS NETWORK
WMBD
THE HEART OF ILLINOIS
PEORIA, ILLINOIS

Douglass Joins Searle

APPOINTMENT of James C. Douglass as program director of the Central States Broadcasting System consisting of KOIL, KFAB and KFOR was announced Jan. 11 by Don Searle, recently named general manager. Douglass will take over his new duties Jan. 17 and will have complete charge of programs on the three stations. Chuck Miller has been named chief announcer in the Lincoln studios of CSBS to replace J. B. Lake who has joined KWGB, Hutchinson.

PROFESSIONAL DIRECTORY

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An Organization of
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FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

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Design of Directional Antennas and Antenna Phasing Equipment. Field Strength Surveys, Station Location Surveys.
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Telephone: Metropolitan 2430
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Former Special Consultant
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38 YEARS PROFESSIONAL EXPERIENCE
APPLEBY & APPLEBY
RADIO ENGINEERS
JASPER & WINCHESTER AVES.
ATLANTIC CITY, N. J.
Lieut. Comdr. Thomas Appleby, U.S.N.R.
President and Chief Engineer

They Never Miss . . .
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

McCabe to KABC

W. D. McCabe

WILLIAM D. McCABE, well-known in Pacific Coast radio and advertising, and for the past 15 months an account executive of KFAC, Los Angeles, has been appointed manager of KABC, San Antonio, Tex. McCabe, who took over his new duties on Jan. 12, is also well-known in the Hollywood motion picture industry, having been associated for several years with Nat Ross in the production of independent films. Along with his radio activities he was a production associate at Universal Picture Corp., and assistant producer of "Stroke of Genius," a college short subject, which has just been completed for M-G-M release. He succeeded Gene Cagle, resigned.

Canadians at Cairo

THE Canadian delegation now en route to Cairo for the International Telecommunications Conference is headed by Laurent Beaudry, of the Department of External Affairs, who was also in charge of the Canadian delegation to the Havana Conference. From the Department of Transport went Walter A. Rush, controller of radio; C. W. Browne, assistant controller of radio; J. A. Holmes, radio superintendent; Lt.-Col. P. Earnshaw, director of signals, Department of National Defence. Dr. Augustin Frigon, assistant general manager of the CBC, will represent the broadcasting industry indirectly and the CBC directly.

Stop Wear to Start

STOP WEAR Corp., Los Angeles, out of radio in more than two years, will start a spot campaign in mid-February calling consumers attention to a leather dressing which is now being placed on the market. Lord & Thomas, Los Angeles, is agency.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Situations Wanted

Chief engineer small southern station desires connection north or east. Box 857, BROADCASTING.

Program director, announcer, five years. Single. Sports, specialty, regular. References. Salary open. Box 864, BROADCASTING.

Chief announcer, New York station, desires change, anywhere. Experienced continuity, production. References. Box 859, BROADCASTING.

Experienced German announcer desires position in station or agency handling German programs. Produces own shows. Good salesman. Go anywhere. Box 860 BROADCASTING.

Thoroughly experienced 1000 watt Radio Station and Network operation, available position station manager, traffic, program or production. College graduate, age 26, references. Box 850, BROADCASTING.

Production program man. Can announce. Write continuity and script. With station nine years. Seeks change. Furnish best references and willing to make small investment if necessary. Box 858, BROADCASTING.

Experienced time salesman available. Aggressive and good producer. Other radio experience and qualifications. Will locate anywhere. For details reply explaining your set-up. Box 866, BROADCASTING.

Experienced Radio Station Sales Executive, 34, college education, having recently severed affiliation as Assistant Sales Director of important New York City independent station, in which capacity he placed approximately $200,000 billing past year and earned $10,000 on a commission basis, is desirous of joining progressive station in a good market in the East as Sales or Commercial Manager.

Seven years experience in Radio Stations as both Sales and General Manager, resulting in a thorough knowledge of all station operations—along with splendid contacts, guarantee highly profitable association to station he joins. A personal interview is solicited and will convince you of this statement. Box 861, BROADCASTING.

Situations Wanted (Con'td.)

Attention 100 watter. Good diction. pleasing voice. Ambitious announcer, continuity writer, wants job in small station. Results guaranteed. Salary secondary. Will go anywhere for audition. Box 865, BROADCASTING.

Versatile announcer, production man. union musician, organ and piano, with six years radio experience desires connection with progressive station or agency. College education. Go anywhere. Box 863, BROADCASTING.

Has anyone got the "guts" to give a beginner a job as announcer and continuity writer? Young man 24, single, ambitious. Have passed audition. written commendable continuity. Small salary sufficient. Details, samples of continuity. voice recording on request. Box 856, BROADCASTING.

Wanted to Buy

Want to buy or lease 100 or 200 watt station. Or invest and take active part Box 862, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-1 field strength measuring unit (new) direct reading; Estiline Angus Automatic Recorder for fading on distant station; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street New York City.

WANTED!!

2 SALESMEN

A fast growing aggressive two fisted station in one of America's first four markets, is looking for 2 men of like caliber who can deliver the goods in LOCAL business!

If you are well educated, have a proved radio background; have averaged over $50,000 a year for five years in local sales, and are interested in making real money in an A-1 market—THEN WE'D LIKE TO TALK TO YOU!

Write Now
Box 867, *Broadcasting*

AGRAP Locals Considering Proposals For Affiliation With National Unions

DELEGATES of the various local chapters of the American Guild of Radio Announcers and Producers met in New York Jan. 7 to decide whether to maintain their position as an independent organization or to affiliate with the American Federation of Radio Artists, or American Radio Telegraphists Association. AFRA, AFL talent union, is attempting to organize everyone appearing before the microphone with the exception of musicians.

ARTA, CIO affiliate, has concentrated chiefly on radio technicians, but has recently begun organizing other station employes. Offers of both ARTA and AFRA were presented to the delegates and debated at great length. When the meeting adjourned at 5:30 the following morning, AGRAP President Roy S. Langham stated that the delegates would return home to report proceedings to their individual locals, whose membership would then vote on the proposals, the delegates returning to New York Feb. 4 to cast the votes of their locals which would decide the issue.

Langham said that negotiations are in progress at WAAT, Jersey City, covering the announcers and production staff, and at NBC in New York covering sound effects men. AGRAP has filed complaints with the National Labor Relations Board against WNEW and WMCA, New York, he said, adding that the hearing before the NLRB on charges filed against WORC, Worcester, had been postponed but that the station had agreed to continue negotiations and that he expected a signed contract within a few days.

ARTA is engaged in negotiations with WQXR, New York, for the station's technicians, and with WBNX, New York, for a new contract for the engineers. The recently launched ARTA drive to organize the white collar workers in New York radio stations [BROADCASTING, Jan. 1] is progressing "slowly but satisfactorily," it was said, with no demands to be presented until a majority of station clerical staffs have been signed.

WORC, Worcester, Mass., has signed a four-year contract with AGRAP, providing an open shop; immediate and successive pay increases for announcers, control and transmitter operators; prohibits Guild employes from refusing to work with non-Guild employes; prohibits strikes of any kind; eliminates arbitration and umpire clause for handling grievances; provides station shall not lock out employes; retains for the management the right of employment and discharge. Negotiations were conducted by C. F. Gallagner & Co., New York, the station's publicity and employe relations counsel, and Charles J. Higgins, Elliott A. Browning and Russell D. Brooks for the Guild.

Talent Union Demands

(*Continued from page 15*)

merely anxious to secure a fair basis of employment for its members. However, she said that the wage scale to be presented by the union has been worked out by elected committees of all locals coordinated by a national committee and approved by the locals in New York, Chicago and Los Angeles, chief points of origin of network programs, so that there would be little deviation from these basic demands.

While the most pressing problem confronting the union is that of securing an agreement covering transcontinental commercial and sustaining broadcasts, negotiations with individual stations in New York, San Francisco and Los Angeles are also under way. In New York, Mrs. Holt said that she expects to meet with the managements of WINS and WHN to commence negotiations within a few days. Regional problems will not be attacked until the national situation has been settled, she said. She added that a number of stations and transcription firms throughout the country had written to her, asking for information about AFRA's proposed scale and conditions and assuring the organization of their well-feeling and cooperation.

Don Heyworth, president of the AGRAP local at KYW, Philadelphia, has announced the withdrawal of that chapter in a body from AGRAP and the affiliation of its members with AFRA. While these two organizations have come into conflict previously over the organization of station employes, this is said to be the first instance of one union taking over men already organized by the other.

Meeting of officials of American Newspaper Guild and of ARTA, American Radio Telegraphists Association, on Jan. 7, reputed to be held for the purpose of planning a concerted cooperative drive of these two CIO unions to organize staffs of newspaper-owned stations, turned out to be concerned chiefly with WTCN, Minneapolis, which is owned jointly by the publishers of the *Minneapolis Tribune* and the *St. Paul Pioneer Press*. In organizing the employes of those papers the Guild had taken in several writers employed in preparing news for broadcasting on WTCN, and wanted to be sure it was not encroaching on ARTA territory. Decision was that men should remain with the Guild until or unless station is organized by ARTA, at which time they would probably be transferred to latter organization. It was further agreed that in all such borderline cases organizing union shall notify the other, so that the best interest of both employes and employer may be served and any inter-union friction avoided.

WINS Technicians Signed

A one-year contract for the technicians employed at WINS, New York, was signed on Dec. 31 by A. A. Cormier, manager of the station, and Stephen Kovacs, president of IBEW's Radio Broadcast Local 913. Contract calls for a minimum wage of $42.50 weekly for operators, with semi-annual raises of $2.50 until the maximum of $70 is reached. Assistant supervisors will be paid between $60 and $85 weekly and supervisors from $65 to $90 per week.

Contract also specifies a 40-hour, five-day week, two weeks annual vacation with pay, a closed shop and improved working conditions. WINS has also reinstated its orchestra, which was dismissed several months ago at the termination of its contract, when the station attempted to secure more favorable terms from the local musicians union. New contract, under which the same leader, Lou Katzman, and the same sized orchestra, 10 men, are reemployed by WINS, is a temporary one, running only until March 4.

Airway Chatter

Astatic's New Acorn Model T-3 Microphone, with directional and non-directional characteristics, is popular with hams and professionals alike.

Write for Literature

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A SQUARE DEAL IN MEASUREMENTS

- 24 Hour Service
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- Primary and Secondary Standards
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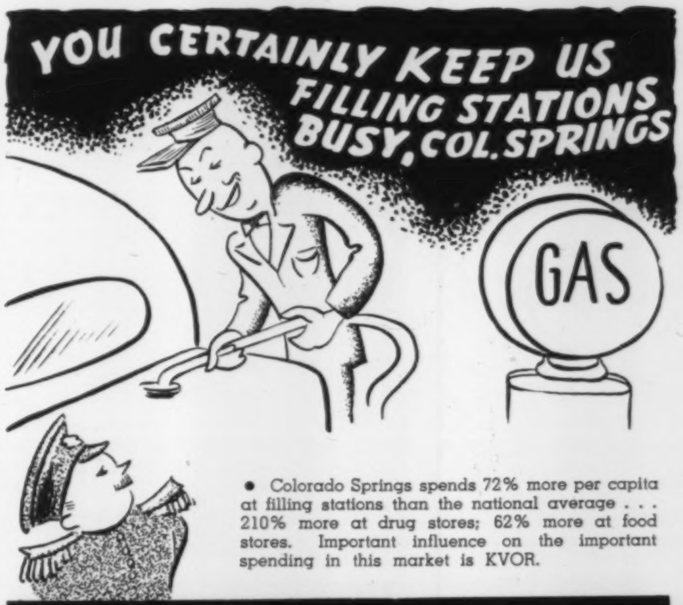
YOU CERTAINLY KEEP US FILLING STATIONS BUSY, COL. SPRINGS
GAS

• Colorado Springs spends 72% more per capita at filling stations than the national average . . . 210% more at drug stores; 62% more at food stores. Important influence on the important spending in this market is KVOR.

KVOR
1000 WATTS . . FULL TIME
Colorado Springs
PROGRAMS OF THE COLUMBIA BROADCASTING SYSTEM
REPRESENTATIVE — E. KATZ SPECIAL ADVERTISING AGENCY

Young WFBC Executive

CHARLIE BATSON, 21, recently became program director at WFBC, Greenville, S. C., following the departure of P. D. Frank Blair for WOL, Washington. Batson, who has been with WFBC for less than two years, is one of the country's youngest program directors. The position of chief announcer was taken by Mason Dixon, formerly of WRVA, Richmond. Jimmy Little came from WPTF in Raleigh, N. C. to take the vacancy left on the regular announcing staff.

Hutchison Joins WBIG

GILBERT HUTCHISON, formerly in charge of the Detroit office of Wm. G. Rambeau Co., station representatives, on Jan. 15 joins the sales staff of WBIG, Greensboro, N. C., under general manager Edney Ridge. Prior to joining Rambeau, he was on sales staffs of WKRC and WCPO, Cincinnati.

LEO J. FITZPATRICK, vice president and general manager of WJR. Detroit, left Jan. 15 for Florida with Mrs. Fitzpatrick and their two children for three weeks. The family will remain for the winter.

THANKS!
Response Terrific
At Your Demand
"WALKS OF LIFE"
Now Transcribed.
Built especially for Shoes—
Sale or Repair.
13 15-Minute Shows
Ready.
Priced Right.
Write
---wood---
RADIO PRODUCTIONS
Hollywood, Calif.
220 Markham Bldg.
. . . wood words sell . . .

Late Personal and News Notes

ED HEATON, of the Chicago staff of Hearst Radio Inc., will remain there under Naylor Rogers, newly appointed manager of that office, it was disclosed Jan. 10 following a conference there with Elliott Roosevelt, new Hearst radio president. Homer Hogan, whom Rogers succeeds Jan. 17, stated he will continue in station representation work.

JAMES BLEVIN, for 10 years associated with N. W. Ayer & Son Inc., the last three in the agency's New York radio department, has joined Joseph Hershey McGillvra, radio station representative, as manager of the Chicago office. Mr. McGillvra is currently in Chicago.

ROY WITMER, NBC New York vice-president in charge of sales, was scheduled to arrive in Hollywood Jan. 15 for a series of conferences with Don E. Gilman, western division vice-president and Sydney Dixon, sales manager.

HAL MAKELIM, sales manager of WIND, Gary, is on a two weeks trip to New York where he attended the funeral of Earle Bachman, recently appointed Eastern representative of the station, and wound up business negotiations left unfinished by the unexpected death of Mr. Bachman.

J. W. KNODEL, for the last four years manager of the automotive and electrical appliance advertising department of the *Omaha Bee-News*, will join Free & Peters Inc., Chicago, Jan. 17 as account executive.

ROY PRATT, engineer of WHO, Des Moines, on Dec. 31 married Miss Billie Illian in that city. His best man was Art Rydberg, also of the WHO engineering staff.

W. S. CLARK, formerly on the sales staff of WMCA, New York, has become director of advertising and public relations of the Policyholders' Advisory Council, New York, insurance consulting firm.

HELEN NOLAN, of the CBS press department, received word on New Year's Day of the death of her husband, Edward J. Neil, an A. P. foreign correspondent who was covering the war in Spain.

GEORGE McELRATH, NBC New York supervising engineer, is in Hollywood to confer with A. H. Saxton, western division chief engineer and to check equipment. He will visit NBC Pacific Coast stations before returning to his eastern headquarters.

A. H. SAXTON, NBC western division chief engineer, has transferred his headquarters from San Francisco to Hollywood.

WINIFRED KISER, Hollywood writer, has been assigned to script the weekly *Deep in The South* program which is produced by Buckleigh Oxford for the Federal Radio Theater Projects, over the Don Lee network from KHJ, Los Angeles.

GERALD LYONS, formerly news editor for American Tobacco's *Your News Parade* with Edwin C. Hill, has joined the CBS publicity department.

FRANCES BLOOM, secretary to Louis K. Sidney, managing director of WHN, New York, has become engaged to Dr. Saul Freedman of New York.

JOSEPH ECCLESINE, formerly staff copywriter of Standard Brands Inc., New York, and a contributor to *Esquire* and *Liberty*, on Jan. 11 joined the sales promotion division of WOR, Newark.

WILBUR EICKELBERG, manager of KFRC, San Francisco, left Jan. 8 for a three-week trip to the East.

JOHN E. REILLY, program director of WMEX, Boston, on Jan. 20 begins teaching a Thursday evening course in radio training at Massachusetts State U's extension center in Boston.

JOE WALTERS, announcer of KSFO, San Francisco, is to marry Mary Ellen Herrick, NBC actress, in March.

M. M. ELLIOTT has been promoted from assistant general sales manager of the Canadian Marconi Co. to general sales manager, according to an announcement in Montreal Jan. 7 by R. M. Brophy, general manager of the Canadian Marconi Co. Elliott joined the Canadian Marconi Co. in 1931 and prior to that had been president of Singer and Elliott Ltd., Toronto, distributors of radio receivers and electrical equipment.

WILLIAM DAVIDSON, formerly of KMTR, Hollywood, has joined the staff of KGER, Long Beach, Cal., as account executive.

HARRY MAIZLISH, general manager of KFWB, Hollywood, is in New York to confer with executives of Transamerican Broadcasting & Television Corp., on sales representation and to contact sponsors.

JOHN J. KAROL, CBS director of market research, will speak at the annual convention of the Assn. of Manufacturers' Representatives, meeting in Cincinnati Jan. 18-20. Mr. Karol will speak each of the three evenings, on different aspects of local merchandising and research.

CHARLES TAZEWELL, with CBS five years as continuity writer and spot producer, has joined Warner Bros. Hollywood writing staff on the NBC *Your Hollywood Parade*, sponsored by American Tobacco Co. (Lucky Strike cigarettes). He is cooperating with writers under Tom McAvity, producer and manager of Lord & Thomas, Hollywood agency producing the weekly program.

A. A. SCHECHTER, NBC director of special events, left New York Jan. 15 to attend the coronation of King Farouk of Egypt. He will be away about two months.

MEREDITH WILLSON, NBC western division musical director, Hollywood, on Jan. 10 was signed for the balance of 1938 as musical conductor and arranger of the *Signal Carnival* sponsored by Signal Oil Co. He also continues with *Good News of 1938* sponsored by General Foods Corp. Both programs emanate from Hollywood.

MILDRED LANGER, formerly with Campbell-Ewald of New York as assistant director of publicity on *General Motors Concerts*, is now doing publicity work for Harry Salter, orchestra director, in New York.

FRANCE LAUX, baseball announcer at KMOX, St. Louis, on Jan. 17 will receive a plaque from *Sporting News* for "outstanding service in broadcasting all-star and world series games since 1933." Ceremony will be broadcast on CBS.

FRANK RUSSELL, KFI-KECA, Los Angeles, announcer, is the father of a baby girl, born Jan. 10.

AXEL PETERSON has been appointed assistant traffic manager of CBS. He was formerly assistant to Hugh Cowham, CBS commercial traffic manager.

LUKE WALTON, of the sales staff of WIRE, Indianapolis, is the father of a baby girl born recently, his second daughter.

KDYL Enlarges Studios, Reorganizes Personnel

REORGANIZATION of the personnel of the program, production and continuity departments of KDYL, Salt Lake City, was announced Jan. 11 by S. S. Fox, president and general manager.

George Snell, former assistant production manager, has been appointed publicity director succeeding R. T. Harris. Ted Kimball, formerly of WRC, Washington, is director of live talent and special events. By Woodbury has been named musical director and has completed arrangements for hiring of a staff of 14 pieces, in line with the American Federation of Musicians agreement. Floyd Farr has been named chief announcer and assistant production manager. Mr. Snell also will establish a continuity staff. Douglas Gourlay, former announcer, has been made continuity department assistant.

Mr. Fox announced an extensive building program, entailing leasing of a new suite of offices in the Ezra Thompson Bldg., which will house KDYL commercial and sales departments. Two new studios and an auxiliary control room are being built. The station is beginning immediate installation of a new 5,000-watt transmitter and vertical radiator to be located at the present site with operation of 5,000 watts days and 1,000 watts night expected by May 1.

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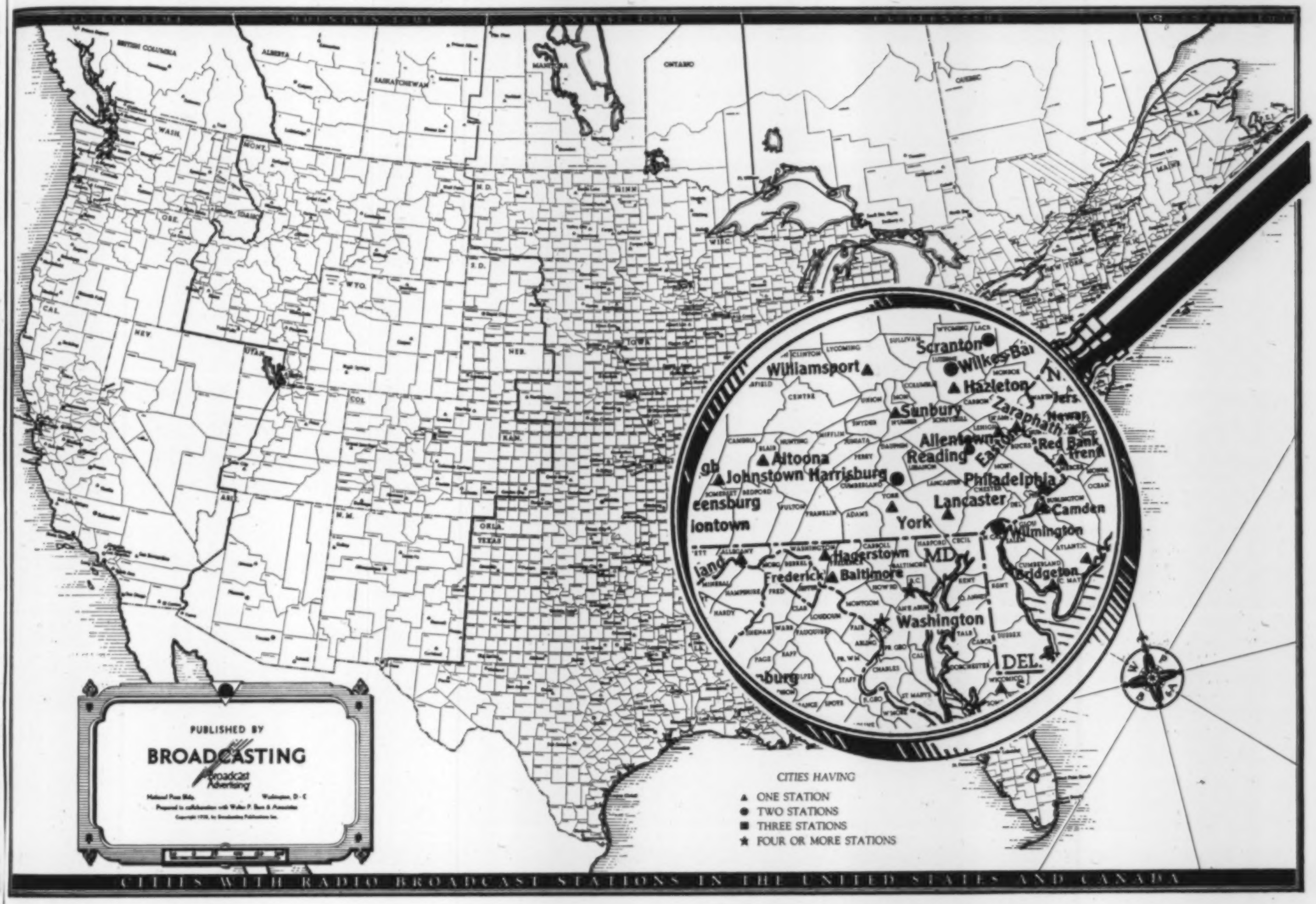
XUM

A New Improved Radio Outline Map

(To be published in 1938 Yearbook Number . . . Actual Size 31 x 21½)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Map Features

1. Shows location of all U. S. and Canadian stations.
2. Outlines and names each county, state and province.
3. Shows symbols indicating number of stations per city.
4. Reverse side shows each station by state, city, call letter, frequency and power.
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COINCIDENT with its 1938 Yearbook Number, BROADCASTING publishes a new, improved and larger (31 x 21½ inches) Radio Outline Map of the United States and Canada, showing the location of all broadcasting stations. Shown also are county outlines, time zones and the number of stations in each city. The reverse side of the map carries a complete log of U. S. and Canadian broadcast stations, alphabetically by state, city, and call letters, with frequencies and powers shown. *Printed on white ledger paper that permits the use of ink.*

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ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 30 TO JANUARY 13, INCLUSIVE

Decisions . . .

DECEMBER 30

WLTH, Brooklyn—Granted stay of final order re antenna completion.

NEW, Telegraph Herald Co., Dubuque, Ia.—Suspended grant of CP made 7-2-37 in accordance with mandate of U. S. Court of Appeals for District of Columbia, pending determination of appeal or further order of court.

WJBO, Baton Rouge, La.—Granted request for addition of one witness to deposition order.

DECEMBER 31

NEW, Geraldine Alberghane, Pawtucket, R. I.—Denied CP 720 kc 1 kw D as in default.

NEW, J. K. Patrick & Co., Athens, Ga. —Granted CP 1310 kc 100 w 250 w D unl.

NEW, W. E. Whitmore, Hobbs, N. M.—Granted CP 1500 kc 100 w D.

KFNF, Shenandoah, Ia.—Granted CP increase 500 w 1 kw LS to 1 kw 5 kw LS.

NEW, Leon M. Eisfeld, Burlington, Ia. —Denied CP 1310 kc 100 w unl. as in default.

KGKO, Fort Worth—Granted mod. CP change equip., 1 kw 5 kw LS directional.

WWL, New Orleans — Granted increase 10 to 50 kw.

KSCJ, Sioux City, Ia.—Granted mod. license, measure antenna input, 1330 kc 1 kw 5 kw D unl.

WDEL, Wilmington, Del. — Granted CP trans. site, vert. radiator.

WICA, Ashtabula, O. — Granted license for CP.

KTFI, Twin Falls, Id.—Granted extension exp. auth. 1 kw N.

KTRI, Sioux City, Ia.—Granted mod. CP new equip., trans. and studio sites.

SET FOR HEARING — KDNC, Lewistown, Mont., mod. CP extend completion new station.

WJBO, Baton Rouge, La.—Granted request take depositions re Docket 4908.

WABY, Albany — License for CP increase power.

WJIM, Lansing, Mich.—Vol. assign. license from Harold F. Gross to WJIM Inc.

MISCELLANEOUS — KFDM and Beaumont Brdcstg. Corp., denied waiver of exceptions to Ex. Rep. I-565 and assignment of KFDM license to Beaumont Brdcstg. Corp. before 12-31-37; NEW, Phila. Radio Brdcstg. Co., Philadelphia, granted indefinite continuance argument on applic.; WISN, Milwaukee, granted order take depositions; WGN, Newport News, Va., granted pet. intervene hearing Colonial Brdcstg. Corp., Norfolk; KAST, Astoria, Ore., granted continuance hearing; WRBL, Columbus, Ga., granted pet. accept answer in WKEU applic.; WBNY, Buffalo, applic. renewal license set for hearing and temporary license granted.

JANUARY 4

KUJ, Walla Walla, Wash.—Granted authority take depositions.

JANUARY 5

WJBL, Decatur, Ill.—Granted license for CP move trans. locally.

KGDY, Huron, S. D.—Granted extension temp. auth. remain silent in January.

KHUB, Watsonville, Cal., and WMAZ, Macon, Ga.—Granted order take depositions.

NEW, Pinellas Brdcstg. Co., St. Petersburg, Pa.—Granted postponement and order take depositions.

APPLICATIONS GRANTED — KONO, San Antonio, CP move trans., change equip., increase D to 250 w; KLAH, Carlsbad, N. M., CP change equip., increase D to 250 w; NEW, Pulitzer Pub. Co., St. Louis, license facsimile.

SET FOR HEARING—WLAP, Lexington, Ky., CP move trans., studio locally, change to 1270 kc, increase to 1 kw directional N; NEW, R. C. Atwood, Port Angeles, Wash., CP 1500 kc 100 w unl.; WROK, Rockford, mod. license 500 w to 1 kw; WBCM, Bay City, Mich., mod. license 500 w to 1 kw; WPAX, H. Wimpy, Thomasville, Ga., CP increase D to 250 w; NEW, Pawtucket, R. I., CP 1390 kc 1 kw directional; WBAA, Lafayette, Ind., CP amended to Indianapolis, increase to 1 kw 5 kw D; KXL, Portland, Ore., CP move trans. to Vancouver, directional antenna, new equip., change 1420 to 1110 kc, increase 100 w 250 w D to 5 kw unl.; NEW, Hal Brdcstg. Co., Camden, CP 1500 kc 100 w 250 w D unl.; WGNY, Newburg, N. Y., CP amended to 1220 kc 250 w D; NEW, Mountain Top Trans Radio Corp., Denver, CP amended to 1310 kc 100 w 250 w D unl.; WIP, Philadelphia, CP amended new equip., directional D & N, increase D 1 to 5 kw; WSBT, South Bend, CP amended re equip., change 1360 to 1010 kc, increase 500 w to 1 kw unl.

MISCELLANEOUS — NEW, Peninsular Newspapers Inc., Palo Alto, Cal., denied rehearing on applic CP 1160 kc 250 w D; KGDM, Stockton, Cal., and KQW, Portland, Ore., dismissed opposition to amended pet. Peninsular Newspapers Inc., Palo Alto; WRSP, Wisconsin Rapids, Wis., denied pet. to withhold action on applic. William F. Huffman 580 kc 250 w unl.; NEW, L. B. McCormick, Greenville, N. C., denied reconsid. & grant applic 1370 kc 250 w D; NEW, Falls City Brdcstg. Corp., Falls City, Neb., denied reconsid. applic. new station 1310 kc 100 w unl.; NEW, Elwood Warwick Lippincott Inc., Bend, Ore., denied reargument on Ex. Rep. I-432, opposition dismissed; WAAF, Chicago, denied waiver Rule 103.18 re transfer of control.

JANUARY 6

ORAL ARGUMENTS GRANTED — Ex. Rep. I-407, Juan Piza, San Juan, P. R., 2-24-38; Ex. Rep. I-432, Bend Bulletin, Bend, Ore., 2-24-38; Ex. Rep. I-448, Columbia Radio Co., Columbia, S. C., and Carolina Adv. Corp., Columbia, 3-3-38; Ex. Rep. I-496, WKOK, Sunbury, Pa., 3-3-38; Ex. Rep. I-528, Nathan N. Bauer, Miami, Ex. Rep. I-529, Ellwood W. Lippincott Inc., Bend, Ore., Ex. Rep. I-530, KOBH, Rapid City, S. D., I-532, Southern Brdcstg. Corp. and Coliseum Place Baptist Church, New Orleans, I-534, WRNL, Richmond, Va., all set for 2-10-38; Ex. Rep. I-537, WJBW, New Orleans, Ex. Rep. I-538, El Paso Brdcstg. Co., El Paso, World Pub. Co., Tulsa, KGKL, San Angelo, and Tampa Tribune Co., Tampa, Fla., 3-17-38; Ex. Rep. I-540, John S. Allen and G. W. Covington Jr., Montgomery, Ala., 3-17-38; Ex. Rep. I-542, Thomas F. Airth, Wythe Walker & Rex Schepp, Evanston, Ill., 3-17-38.

MISCELLANEOUS — NEW, Garden Island Pub. Co., Lihue, Kauai, Hawaii, granted order take depositions; KARD, test 100 w pending action on applic. CP and license.

JANUARY 7

MISCELLANEOUS — WATL, Atlanta, granted pet. intervene applic. Constitution Pub. Co., Atlanta; WAIR, Winston-Salem, N. C., granted continuance hearing; Radio Corp of Puerto Rico, San Juan, granted continuance hearing to 3-3-38.

JANUARY 12

APPLICATIONS GRANTED — WSYB, Rutland, Vt., VP vert. antenna, move trans., increase spec. to unl.; W6XAO, Los Angeles, CP increase visual power 150 w to 1 kw; WHK, Cleveland, exp. auth. facsimile.

SET FOR HEARING — KFQB, Anchorage, Alaska, auth. transfer control to E. E. McDonald; NEW, Orrin A. Henzel, Rochester, CP 1500 kc 100 w 250 w D unl.; NEW, Peter J. Caldarone, Providence, R. I., 1270 kc 250 w D; NEW, Jonas Weiland, Goldsboro, N. C., CP 1500 kc 100 w D.

MISCELLANEOUS—KMPC, Beverly Hills, denied reconsid. action 12-3-37 setting applic. for hearing; NEW, Larry Rhine, San Francisco, denied to hold applic. in files indefinitely, hearing set for 3-2-38; NEW, WRBC Inc., Cleveland, motion to remand case for further testimony and motion to strike the motion dismissed; Delaware Channel Corp., Wilmington, Del., denied reopening of hearing on applic. WTBO for auth. transfer control to it.

Examiners' Reports . . .

NEW, Havens & Martin Inc.; Peters Newspaper Corp.; John Stewart Bryan, all of Petersburg, Va.—Examiner Bramhall recommended (I-544) that applic. Havens & Martin be dismissed with prejudice; that applic. Petersburg Newspaper Corp. be granted; that applic. John Stewart Bryan be denied. All seek CP 1210 kc 100 w 250 w LS unl. except spec. hours Sunday.

NEW, Burl Vance Hedrick, Salisbury, N. C.—Examiner Berry recommended (I-545) that applic. CP 1340 kc 1 kw D be granted.

KSLM, Salem, Ore.—Examiner Seward recommended (I-546) that applic. CP change 1370 to 1360 kc. increase 100 to 500 w be granted.

WELI, New Haven; NEW, Lawrence K. Miller, Pittsfield, Mass. — Examiner Seward recommended (I-547) that applic. WELI change 900 kc 500 w D to 930 kc 250 w 500 w LS unl. be granted; that applic. Lawrence K. Miller for CP 930 kc 250 w D be denied.

WMFJ, Daytona Beach, Fla.—Examiner Berry recommended (I-548) that applic. change 1420 kc 100 w unl. to 1240 kc 1 kw unl. be denied.

WRVA, Richmond, Va.—Examiner Irwin recommended (I-549) that applic. increase 5 to 50 kw be granted.

KVEC, San Luis Obispo, Cal.—Examiner Berry recommended (I-550) that applic. change 250 w D to 100 w 250 w LS unl. be granted.

WGAR, Cleveland — Examiner Hill recommended (I-551) that applic. increase 500 w 1 kw LS to 1 kw 5 kw LS unl. (directional N) be granted.

WGRC, New Albany, Ind.—Examiner Dalberg recommended (I-552) that applic. change 1370 kc 250 w D to 880 kc 250 w unl. be granted.

NEW, Sims Brdcstg. Co., Globe, Ariz.—Examiner Seward recommended (I-553) that applic. CP 1210 kc 100 w 250 w LS unl. be granted.

NEW, Gila Brdcstg. Co., Safford, Ariz.—Examiner Berry recommended (I-554) that applic. CP 1420 kc 100 w 250 w LS unl. be granted.

NEW, Harwell V. Shepard, Denton, Tex. —Examiner Irwin recommended (I-555) that applic. CP 1420 kc 100 w D be granted.

NEW, Curtis Radiocasting Corp., Evansville, Ind.—Examiner Hyde recommended (I-556) that applic. CP 1420 kc 100 w 250 w LS unl. be denied.

NEW, W. C. Smith, Bogalusa, La.—Examiner Seward recommended (I-557) that applic. CP 1310 kc 100 w unl. be denied.

Applications . . .

JANUARY 6

WOR, Newark — Extension facsimile auth.

WDBO, Orlando, Fla.—License for CP as mod. change equip., increase power.

WBIG, Greensboro, N. C. — CP new trans., antenna, increase D to 5 kw, move trans.

JANUARY 7

NEW, Edward J. Doyle, Rochester, N. Y.—CP 1500 kc 100 w 250 w D unl.

KALB, Alexandria, La. — License for CP new trans., increase power.

WJBW, New Orleans—CP increase D to 250 w, new equip., antenna.

KFJM, Grand Forks, N. D.—Mod. license N to 1 kw.

KOVC, Valley City, N. D.—Auth. transfer control from George B. Bairey to H. G. Harrington, Milton Holiday, H. L. Holt, J. P. Katz, Lloyd H. Lee, M. E. McCarthy, Selma Manoles, C. J. Meredith, Karl J. Olsen, E. J. Pegg, O. S. Peterson, B. R. Pfusch, John Piller, J. J. Schmitz, Herman Stern, amended to omit H. L. Holt and add R. Giselius.

KICA, Clovis, N. M.—License for CP new antenna, move trans.

KEEN, Seattle — CP change 1370 to 1420 kc, change equip., increase D to 250 w, change Sh.-KRKO to unl.

NEW, Midwest Brdcstg. Corp., Provo, Utah—CP 1370 kc 100 w unl.

JANUARY 8

KSOO, Sioux Falls, S. D.—CP increase 2½ to 5 kw amended to include new antenna.

KIRO, Seattle—Extension exp. auth. 71 kc 1 kw unl.

JANUARY 10

WBNS, Columbus—Mod. CP re equip.

WGAU, Athens, Ga.—Mod. CP re equip trans. and studio sites.

KVOO, Tulsa—CP change to unl., directional N, amended to install new trans change antenna, increase 25 to 50 kw.

KRLD, Dallas—Ext. auth. Simul.-WTIC

KFRU, Columbia, Mo. — CP change trans., vert. antenna, increase to 1 kw 5 kw D, move trans., amended re antenna trans. site.

KGCU, Mandan, N. D.—CP change spec. to unl., vert. antenna, move trans.

NEW, WRSP, Inc., Wisconsin Rapids Wis.—CP 1500 kc 100 w 250 w D.

KUTA, Salt Lake City—Mod. CP re equip., antenna, trans. site.

JANUARY 12

WSAN, Allentown, Pa. Mod. license 500 w to 1 kw.

KUMA, Flagstaff, Ariz.—License for CP new antenna, move trans.

NEW, Charles S. Sharpe-Minor, Pasadena, Cal.—CP 1170 kc 250 w ltd.

JANUARY 13

WDEV, Waterbury, Vt.—CP new trans.

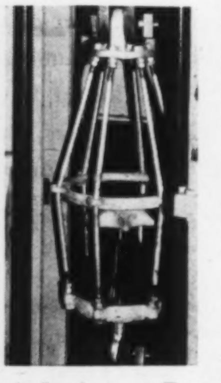
WEAN, Providence, R. I.—CP change antenna, increase N. to 5 kw.

WRBL, Columbus, Ga.—Auth. transfer control to J. W. Woodruff Sr.

NEW, Cascade Brdcstg. Co., Everett, Wash.—CP 1420 kc 100 w 250 w D unl.

KDB, Santa Barbara, Cal.—Invol. transfer control of Executors of Don Lee.

TESTED TO DESTRUCTION



IN AN unusual test conducted at the Bureau of Standards at Washington, a huge 1,600-pound porcelain insulator, built for WGY, was tested to destruction by compression. Manufactured by Locke Insulator Corp., Baltimore, as the base support for the new 625-foot antenna tower for WGY, the mammoth insulator was designed for a maximum permanent load of approximately 500,000 pounds with a factor of safety of four. A duplicate insulator had been proof tested to 800,000 pounds prior to the destruction test. This insulator will be used to support the tower.

The four-foot high insulator, dwarfed in size by the gigantic 10,000,000-pound hydraulic testing machine, successfully withstood continuously increasing pressure up past the two-million-pound mark until at 2,180,000 pounds it exploded with a crack like a cannon. The hollow porcelain shell was completely shattered by the tremendous force.

As a part of the complete program of insulator tests prior to the construction of the tower, guy insulators were proof tested at the General Electric Laboratories and one of each type to be used on the tower was tested to destruction in the Russell Sage laboratory of the Rensselaer Polytechnic Institute at Troy. These units, of an entirely different construction from that of the base insulator, were tension tested in the Institute's large Olsen machine.

WGY's new antenna, which is expected to make a great improvement in the station's signal, will be guyed by two sets of guys, four attached at the 250-foot mark and four at a height of 500 feet. The upper guys will be broken up by eight insulators, seven small units and one of greater insulating capacity to be placed near the tower where the greatest electrical stress will be encountered. The lower guys will be broken up by seven insulators, making a total of 60 units in addition to the base support.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

COLGATE-PALMOLIVE-PEET Co., Jersey City (Colgate shave creams), on Jan. 11 started *How to Win Friends and Influence People*, with Dale Carnegie, for 52 weeks on 31 NBC-Red stations, Tues., 10:45-11 p. m. Agency: Benton & Bowles-Chicago.

LARUS & BROS. Co., Richmond, Va. (Edgeworth tobacco), on Jan. 18 starts *Alias Jimmy Valentine* for 24 weeks on 32 NBC-Blue stations, Tues., 9:30-10 p. m. Agency: Blackett-Sample-Hummert, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (tooth powder), on Jan. 17 starts *Stepmother*, with Francis X. Bushman, on 17 CBS stations, Mon. thru Fri., 5:30-5:45 p. m. Agency: Benton & Bowles, Chicago.

GENERAL FOODS Corp., New York (unspecified product), on Feb. 28 starts *Boake Carter* on 81 CBS stations, Mon. through Fri., 6:30-6:45 p. m. (repeat 8:45-9 p. m.) Agency: Benton & Bowles, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike) on Jan. 10 started *Melody Puzzles* on 66 NBC-Blue stations, Mon., 8-8:30 p. m. Agency: Lord & Thomas, N. Y.

TEA GARDEN PRODUCTS Co., San Francisco (preserved food products), on Jan. 13 started for 9 weeks *Tea Garden Women's Page of the Air* on 5 CBS Pacific Coast stations (KSFO, KNX, KOIN, KIRO, KVI), Thurs., 1:45-2 p. m. (PST). Agency: Botsford, Constantine & Gardner, San Francisco.

DURKEE FAMOUS FOODS, San Francisco, on Dec. 26 started *My Secret Ambition* on 8 CBS stations (KNX, KSFO, KOIN, KOL, KVI, KFPY, KSL and KOY). Sun., 7:30-8 p. m. (PST). Agency: Botsford, Constantine & Gardner, San Francisco.

MENNEN Co., Newark (shaving cream), on Jan. 19 starts *Cheer Up America* with Henry Burgig on 5 NBC-Red stations, Wed., 7:45-8 p. m. Agency: H. M. Kieswetter Adv. Agency, N. Y.

LEHN & FINK PRODUCTS Co., New York (Tussy cosmetics), on Jan. 17 starts for 13 weeks, a new musical program on 2 CBS California stations (KNX, KSFO), Mon., Thurs., 9:45-10 p. m. (PST). Agency is Wm. Esty & Co., N. Y.

Renewal Accounts

STERLING PRODUCTS, Wheeling (Phillips Milk of Magnesia), on Feb. 4 renews *Waltz Time* on 21 NBC-Red stations, Fri., 9-9:30 p. m. Agency: Blackett-Sample-Hummert, N. Y.

STERLING PRODUCTS, Wheeling (Bayer's aspirin), on Feb. 6 renews *American Album of Familiar Music* on 56 NBC-Red stations, Sun., 9:30-10 p. m. Agency: Blackett-Sample-Hummert, N. Y.

STERLING PRODUCTS, Wheeling (Dr. Lyons'), on Feb. 6 renews *Manhattan Merry-Go-Round* on 54 NBC-Red stations, Sun., 9-9:30 p. m. Agency: Blackett-Sample-Hummert, N. Y.

CITIES SERVICE Co., New York, on Feb. 4 renews *Cities Service Concert* on 45 NBC-Red stations, Fri., 8-9 p. m. Agency: Lord & Thomas, N. Y.

AMERICAN HOME PRODUCTS, New York (Bi-So-Dol, Kolynos), on Feb. 1 renews *Mr. Keen, Tracer of Lost Persons* on 22 NBC-Blue stations, Tues., Wed., Thurs., 7:15-7:30 p. m. Agency: Blackett-Sample-Hummert, N. Y.

AMERICAN HOME PRODUCTS, New York (Anacin), on Feb. 1 renews *Easy Aces* on 22 NBC-Blue stations, Tues., Thurs., 7-7:15 p. m. Agency: Blackett - Sample - Hummert, N. Y.

MEMORIAL—To Guglielmo Marconi, unveiled last month at Poldhu Cove in Cornwall, England, where the late great inventor conducted his first Transatlantic wireless experiments in 1900-02.

STANDARD BRANDS Inc., New York (Tender Leaf tea), on Jan. 2 renewed *One Man's Family* on 6 NBC-Pacific Red, Sun., 9:30-10 p.m. Agency: J Walter Thompson Co., N. Y.

New Business

DR. MILES OF CALIFORNIA Co., Los Angeles (Alka-Seltzer) on Jan. 4, renewed for 52 weeks *Alka-Seltzer Newspaper of the Air*, on 25 Don Lee stations, Mon. thru Sun., 9-9:15 p. m. (PST). Agency: Associated Adv. Agency, Los Angeles.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (cigarettes) on Jan. 22 renews *Sports Bulls Eyes* on 24 Don Lee stations, Tues., Thurs., Sat., 6:30-6:45 p. m. (PST). Agency: BBDO, N. Y.

LEWIS-HOWE Co., St. Louis (Tums), on Jan. 27 renews for 52 weeks *Vocal Varieties* on 25 NBC-Red network stations, Tues., Thurs., 7:15-7:30 p. m., on Jan. 6 added 5 stations, on Jan. 13 added 1, on Jan. 27 added 1. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

LADY ESTHER Co., Chicago (cosmetics), on Feb. 1 renews *Lady Esther Serenade* for 52 weeks on 41 NBC-Red network stations, Tues., 8:30-9 p. m. Agency: Lord & Thomas Inc., Chicago.

JERGENS-WOODBURY SALES Corp., New York, on Jan. 2 renewed *Hollywood Playhouse* and *Walter Winchell* on the NBC-Blue network, Sun., 9-9:30 p. m., and increased from 53 to 59 stations. Agency: Lennen & Mitchell, N. Y.

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Running Description

MANNY MARGET, manager of KVOX, Moorhead, Minn., believes he established a new record Dec. 30 when he broadcast a volleyball game in which he was a participant. Having broadcast volley ball as a spectator, Marget decided to hang a lapel mike on his shirt and join one of the teams. The idea worked perfectly—and besides, his team won 15 to 13.

FLORIDA CITRUS COMMISSION, Lakeland, Fla., on Jan. 20 renews *How to Get the Most Out of Life*, featuring Emily Post, on 32 CBS station, Tues., Thurs., 10:30-10:45 a. m. Agency: Ruthrauff & Ryan, N. Y.

Network Changes

GENERAL FOODS Corp., New York (Sanka), on Jan. 13 added 4 CBS stations (WRVA, WREC, WADC, WKBN) for *We, the People*.

LEVER BROS. Co., Cambridge, Mass. (Rinso), on Jan. 4 added 26 Canadian stations to *Big Town*, featuring Edward G. Robinson, on CBS.

BROWN & WILLIAMSON Tobacco Co., Louisville (Kool, Raleigh cigarettes), on Feb. 2 switches *Tommy Dorsey* from 55 NBC-Blue stations, Fri., 9:30-10 p. m., to 55 NBC-Red stations, Wed., 8-8:30 p. m.

GENERAL SHOE Corp., Nashville, Tenn., has added 24 Don Lee stations for *Famous Fortunes*, previously scheduled to start Feb. 8 on 12 Mutual stations, Tues., 7:45-8 p.m. Agency: Badger & Browning & Hersey, N. Y.

STANDARD BRANDS, New York (Royal Gelatin), on Jan. 13 switched origination of the *Rudy Vallee* program from New York to Hollywood.

ELIZABETH ARDEN, New York (cosmetics), on Feb. 1 will switch its MBS *Hour of Romance* program from New York to Los Angeles.

MR. E. H. RIETZKE
PRESIDENT OF CREI

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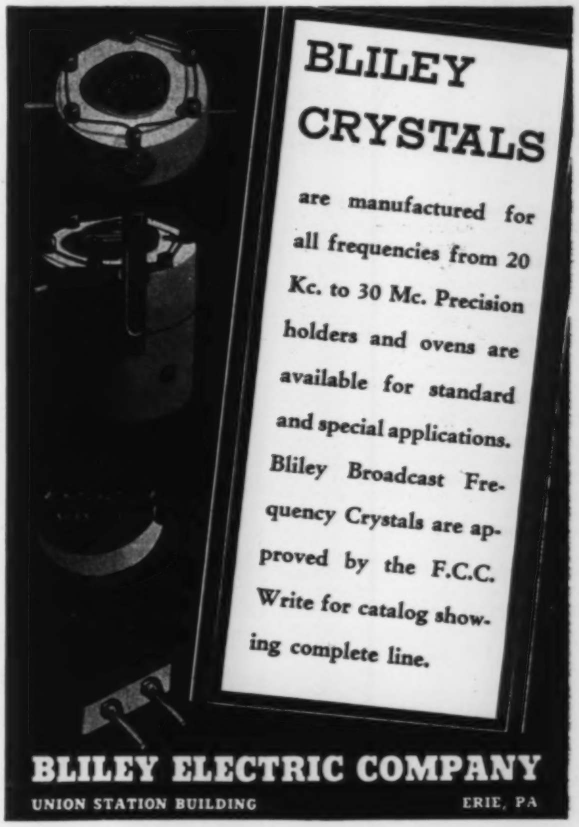


BLILEY CRYSTALS

are manufactured for all frequencies from 20 Kc. to 30 Mc. Precision holders and ovens are available for standard and special applications. Bliley Broadcast Frequency Crystals are approved by the F.C.C. Write for catalog showing complete line.

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA

Merchandising & Promotion

Pictorial Market—Wubble—Program Schedules— P & G Again—Amateur Promotion—Citation

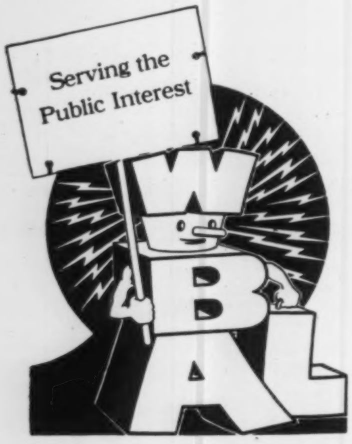
A PLAIN cover is deceptive to the reader about to open a brochure titled *Selling the Fort Worth Market With KTAT*, for the second and subsequent pages reveal a gallery of photographs portraying the Fort Worth market and the way KTAT covers it.

After presenting pictorial and statistical summaries of the area, the brochure goes into KTAT's equipment and coverage. Program and talent highlights are reviewed, together with thumbnail success stories of KTAT advertisers. Two pages of newspaper clippings are included. The inside back cover is a photographic melange patterned after spokes of a wheel.

* * *

How Kroger Sells by Radio

RALPH H. JONES Co., Cincinnati and New York agency, graphically portrayed radio's importance in activities of Kroger Grocery & Baking Co. during the Kroger exposition staged recently at the chain's home office in Cincinnati. Illustrations provided a vivid picture of the way radio tells the Kroger story several times a day and an electric coverage map. Composite murals depicted radio angles of Kroger promotion, one of them containing excerpts from fan mail sent by listeners to the *Linda's First Love* disc series.



WUBBLE—Though silent, this 20-inch cardboard crier for WBAL, Baltimore, is an eloquent merchandiser and now graces windows and counters of 1,000 Maryland stores. The "Wubble" name, of course, is a phonetic offspring of the call letters. Every week the printed messages adjoining Wubble's right ear are changed.

* * *

Cash and Trip

LIONEL BARRYMORE appeared on *Good News of 1938* on Dec. 30 and Jan. 6 to tell a story for which M-G-M is seeking a title. Prize of $5,000 and a trip to Hollywood is offered to the person sending in the best name and a letter of not more than 50 words. Sponsor is General Foods Corp., New York (Maxwell House coffee); agency, Benton & Bowles Inc., New York.

* * *

Prizes for Swingers

BROWN & WILLIAMSON TOBACCO Co., Louisville (Kool, Raleigh) on Jan. 21 starts a series of contests, open to amateurs in the field of swing, on Tommy Dorsey's program. Cash prizes and cartons of cigarettes will be awarded. Agency is BBDO, New York.

Wanted: Bottles

BORDEN Co (dairy products) which sponsors John B. Hughes' thrice-daily news periods departed from the usual run of commercial announcements for a week recently in order to make a special plea to its listeners. The time usually taken by the commercial was devoted to asking the listeners to look on the back porch, out in the garage, under the sink, on the top pantry shelf and in various other places around the home and gather up empty milk bottles, to be returned to the dairy or grocery where they were secured. The Borden company figured that there were $15,000 worth of bottles in San Francisco which belong to it.

* * *

In the Tulsa Market

THE lovely etching on the front cover of a plastic bound booklet provides an attractive introduction to *The Inside Story of $316*, a promotion piece published by KTUL, Tulsa. The $316 figure is the amount every Tulsan spent, on an average, with Tulsa retailers in 1936. The center spread shows an airplane view of Tulsa, surrounded by terse promotion items. Complete market and promotion data are included.

* * *

Insurance Premium

IMPERIAL Mutual Life Insurance Co., Los Angeles, is sponsoring a six-weekly early morning quarter-hour news period, *News by Air*, on KEHE, that city, with George Irwin as commentator. As a merchandising tie-in, the sponsor offers a free booklet *History in the Headlines* which is mailed upon request. Agency is Philip J. Meany Co., Los Angeles.

* * *

KLZ Exploitation

THE WEEKLY program schedule of KLZ, Denver, is mailed to a selected list of 5,000 and exploited in movie trailers, newspapers, courtesy announcements and window displays. KLZ has leased cabinets in Denver's newest hotel auditorium, offering them to advertisers for display.

More P & G Prizes

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on Jan. 24 will start a contest to run for six weeks on three programs, *The O'Neills*, *Story of Mary Marlin*, and *The Gospel Singer*. Prizes will be given weekly for the best completions of the sentence, "I like Ivory soap because—" in 25 additional words or less. Entries must be accompanied by wrappers from one medium and one large bar of Ivory. Awards will include 10 Studebakers a week, each with certificates for 1,000 gallons of Texaco Fire Chief gasoline, and each with a Studebaker-Philco auto-radio. In addition, 200 second prizes of $5 each will be given weekly. Agency for Ivory is Compton Adv. Inc., New York.

* * *

Quaker Oats Drive

IN CEDAR RAPIDS, home town of Quaker Oats with 1,200 families dependent on the plant for their income, WMT staged an intensive drive promoting the three new Quaker Oats programs, *Dick Tracy*, *Margot of Castlewood* and *Aunt Jemima*. Leo F. Cole, merchandising manager, and Ray Cox, publicity director, used direct mail, newspapers, spot announcements, movie trailers and other media to promote the programs. Dealers were urged to use displays. Announcements were run two weeks.

* * *

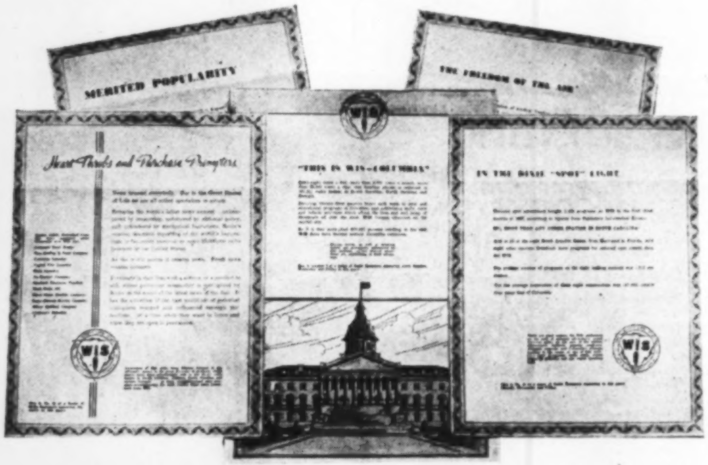
Disc Merchandising

RADIO programs division of Walter Biddick Co., Los Angeles, in early January started to mail a series of six illustrated postcards to stations, agencies and sponsors calling attention to its new *Daredevils of Hollywood* transcription series. The promotional cards, mailed a week apart, show close-up views of motion picture stunt men in action.

* * *

In Post Offices

OVER 350 post offices displayed bulletins announcing a recent postal program on Colonial Network in which officials discussed mailing problems.


MERITED POPULARITY
THE FREEDOM OF THE AIR
Heart-Throbs and Purchase Prompters
"THIS IS WIS—COLUMBIA"
IN THE DIXIE "SPOT" LIGHT
WIS
WIS

INSTITUTIONAL—WIS, Columbia, S. C., has completed a successful newspaper campaign composed of 24 quarter-page advertisements in the *Columbia State*. Here are some sample ads.

WHN Tells the World

TO PUBLICIZE the change in broadcast time of the *WHN Amateur Hour* from the Tuesday evening spot it has occupied for years to Friday nights, the station used a wide variety of devices, up to and including a 40-piece band. Owned by Loew's Inc., which also owns the Loew motion picture chain, the station was able to announce the change of time with trailers, lobby displays. banners, theatre posters and newspaper advertisements, and other publicity aids at Loew's Ziegfeld Theatre, New York, where the first program at the new time was broadcast from the stage.

Loew's *Weekly*, regular theatre publication, carried announcements of the change. So did 1500 car cards, placed by WHN in the B.M.T. subways. So did 10,000 heralds, distributed through hotels and stores. A "trailer" broadcast, one hour before the program, consisted of a number of show girls, interviewed in the theatre lobby by Ray Saunders, announcer of the *Amateur Hour* broadcasts, to remind listeners to tune in an hour later. Spot announcements for 10 days preceding the change and newspaper publicity rounded out the campaign. Wherever possible the sponsor, Procter & Gamble Co., and the product, Oxydol, were mentioned as well as the program.

FREE—When Harvey Olsen, announcer on the *Eta Alpha Programma* of WDRC, Hartford, offered free thermometers to all who wrote in, the station was flooded with requests. In photo are (l to r) Peggy Reichel, secretary; Bob Provan and Olsen, announcers; Eleanor Nickerson of the commercial staff.

* * *

Amateur Awards

GASEN DRUG STORES, St. Louis (chain), is offering $500 to the best amateur found on their *Neighborhood Amateurs* program on KMOX, St. Louis, every Sunday afternoon at 1-1:30 p. m. (CT). One winner is chosen every week with the 12 weekly winners vying for the prize on the 13th broadcast. Paul D. Kranzberg & Associates, St. Louis, handles the account.

* * *

Agencies Informed

WOWO-WGL, Fort Wayne, Ind., weekly mails to all U. S. agencies a sales report of their new business. The accounts feel that they are well publicized and agencies obtain more accurate information concerning the stations, according to WOWO-WGL.

* * *

WOR Cited Again

FOR THE second year, WOR, Newark, has won an award presented by the American Institute of Graphic Arts to advertisers whose copy is most distinguished by its art and layout.

★ ★ ★

HALF-WON BATTLES WIN NO CAMPAIGNS

- **How often the expression is used . . . "If so and so is done, the battle is half won"**
- **We believe a good advertising campaign wins half the battle**
- ***"Dealer Support"* . . . so vitally necessary for complete success . . . *wins the other half***
- **Wholesalers, Jobbers and Retailers . . . all support a campaign on**

WLW

THE NATION'S STATION · CINCINNATI

130 WATTS OUTPUT* WITH 1.5 WATTS DRIVING POWER

NEW RCA BEAM POWER TUBE

814
RCA Radiotron
$17.50

Check These Features:

Beam Power construction for High Power Sensitivity—*Saves you money* through the use of low-price tubes in the exciter.

No neutralization required with well-shielded circuits—*Saves you money* through elimination of an expensive neutralizing condenser.

High power output with high efficiency—*Saves you money* in terms of antenna watts per dollar.

Rugged RCA construction—Built to *take it*—*Saves you money* by giving long, trouble-free life.

Full power input to 30 megacycles—*Gives you flexibility* for band-switching transmitters.

Features that will appeal to the discriminating engineer are described in RCA-814 Bulletin.

ASK FOR YOUR COPY

RATINGS—CLASS "C" TELEGRAPHY

D-C Plate Voltage	1250 Volts
D-C Screen Voltage	300 Volts
D-C Grid Voltage	−300 Volts, Max.
D-C Plate Current	150 Ma.
Plate Input	180 Watts Max.
Plate Dissipation	50 Watts. Max.
Filament Voltage	10 Volts
Filament Current	3.25 Amperes

For those who require moderately high power and desire the utmost in circuit efficiency, the new RCA 814 will be found to be unexcelled. It is a husky tetrode of the filament type for use as an r-f amplifier, frequency-multiplier, oscillator, and grid—or plate-modulated amplifier Plate connection through a separate seal at the top of bulb and a ceramic base insure low inter-electrode capacitances and excellent insulation.

**For Class "C" Telegraphy conditions.*

RCA presents the "Magic Key" every Sunday, 2 to 3 P. M., E. S. T., on NBC Blue Network

RCA Radio Tubes

FIRST IN METAL
FOREMOST IN GLASS
FINEST IN PERFORMANCE

RCA MANUFACTURING CO., INC., Camden, N. J. • A Service of the Radio Corporation of America

PRINTED IN U.S.A.